

## Relevant Work Experience

Atlanta, GA 30328

### Content Marketing Specialist at WelcomeHome Software

June 2024 to Present | Atlanta, Georgia

- Works cross-functionally with all departments to create print and digital collateral to drive sales and increase customer retention
- Manages the brand social media, including the company LinkedIn with 11k+ followers, creates graphics and videos, writes copy in company voice, strategically plans out schedule for month ahead and identifies areas for improvement
- Contributes to copywriting through writing three monthly newsletters and customer/prospect focused emails in Hubspot, producing industry related blogs, conducting relevant research, posting directly to our website on Wix, and setting up proper SEO for related blog and social posts
- Creates analytic review presentations on all sources of content produced by the creative team, including creative requests, blog, social media, print, digital, and webinar performance to identify areas of improvement to assist in directing the content strategy
- Collaborates closely with the Creative Director to provide operational and project management support for the marketing team through platforms like Monday and ClickUp

### Digital Marketing and Graphic Designer at Consume Media

June 2023 to March 2024 | Norcross, Georgia

- Created the branding and promotional assets for the launch of a company podcast, curated around a focus on collaboration and partnerships
- Acquired media assets, wrote social media copy that matched the company voice and set the posting calendar for the brand social media accounts
- Conducted industry research on video marketing each week to write a 500 word blog post, uploaded and published to company website through WordPress and setting up proper SEO
- Designed graphics and video content for social media, utilizing posting and management platforms like Loomly, Vimeo, and YouTube

### Website Designer at Georgia College & State University

January 2022 to May 2022 | Milledgeville, Georgia

- Ideated, created, designed, and maintained the Georgia College Digital Humanities Collaborative (DHC) official webpage
- Presented ideas at bi-weekly meetings concerning potential upgrades and conducted research on various viable features to add to the DHC site

### Team Member at Target

November 2021 to May 2024 | Athens, Georgia

- Facilitates help in all areas of store needs such as cashiering, guest services, general merchandise, and food and beverage
- Interacts directly with customers to fulfill their needs of exacting returns, picking up online orders, and finding merchandise throughout the store

## Professional Skills

**Mastered:** Adobe Illustrator/Photoshop/Indesign/PremierePro, Microsoft Office, Google Suite, MacOS, Wix, Canva, Facebook, Instagram, LinkedIn, YouTube, Twitter, TikTok, AP Style

**Proficient:** Hubspot, Vimeo, WordPress, Loomly, Hootsuite, Miro, Figma, Monday, ClickUp, Asana, Slack, and small scale photo and video production

## Education

### B.A. in Advertising, Minor in Design and Media; Cum Laude

Grady College of Journalism and Mass Communication, University of Georgia; 2024