

Professional Profile

Creative marketing professional with the technical know-how and organizational skills needed to design, develop, and implement marketing initiatives, especially those utilizing current trends in social media. Highly versed in use of technology. Stays up to date on new developments and trends in order to stay ahead of the competition.

Education

- The University of North Carolina at Greensboro, Greensboro, NC** *May 2011*
Bachelor of Science, Marketing - Minor, Information Systems and Technology
- Davidson County Community College, Lexington, NC** *May 2008*
Associate's Degree, Science - Dean's List-6 Semesters

Work Experience

- The HR Group, Inc., Greensboro, NC** *July 2011-Present*
(A human resource consulting firm serving businesses in the NC/SC/VA area)
Marketing Intern (Paid Internship)
- Developed and implemented marketing strategies to support the organization's growth initiatives
 - Developed a database of potential clients for the company's new resume-writing service.
 - Created and produced flyers promoting the business to be distributed at job fairs and other customer outreach opportunities.
 - Promoted the service by attending job fairs, distributing promotional materials, and meeting potential clients.
 - Created email marketing campaigns in support of the new web-based video interviewing product being introduced in the human resources marketplace. Wrote an article for the video-interviewing technology that was posted on each of the social media websites.
 - Initiated discussions and developed processes and procedures for utilization of social media in the company's marketing plans. Conducted research on social media data and how each social media website could be integrated into the necessary avenues within the business. Researched social media trends and monitored and updated the social media websites.
 - Promoted the company's speakers' bureau by obtaining videos of speakers in action and showcasing them on the website.
 - Provided promotional and organizational support to the company's Diversity Conference and Diversity Breakfasts
 - Set up computers, projectors, and other equipment and supplies
 - Designed and produced promotional materials for the conference
- Hometown United Methodist Church, Greensboro, NC** *January 2011 – May 2011*
Marketing Intern (Unpaid Internship)
- Elevated the church's communications by creating informative and attractive promotional brochures for a special program for the membership.
- Radio Station, Mytown, NC** *January 2009 – May 2009*
Promotions Intern (Unpaid Internship)
- Researched and recommended promotional activities, contests and prizes to publicize the radio station
 - Supported on-site events by organizing equipment and supplies, setting up booths, distributing promotional items, and gathering client information