

Objective

Data-driven digital marketing strategist with 6+ years of experience. Seeking dynamic and challenging position with the opportunity to make a major impact through creative campaigns and hard work.

Marketing Skills

Web design, UI/UX, social media, digital advertising, copy writing, SEO/SMO, bulk email, branding, photography, public relations

Software Skills



Social Skills



Awards



30+ design, photography & writing awards from state collegiate associations.

Professional Experience

Space Center Houston Digital Media Specialist

July 2015–Present
Houston, Texas

Manage and analyze Space Center Houston's digital presence including website, social media and digital advertising. Manage relationships with contractors for video, photography, design and writing projects. Complete weekly analytics reports covering the status of the center's website, digital advertising and social media. Manage the center's Facebook, Twitter, Trip Advisor, LinkedIn and Instagram pages with over 85,000 followers. Oversee a digital advertising budget of \$220,000 with consistently exceptional performance.

Made significant improvements to content and design of spacecenter.org, which had 2.3 million sessions in 2016, a 20% increase over prior year. Implemented SEO tactics resulting in 80% increase in the number of pages indexed by Google. Created social media plan resulting in 100% increase in followers and impressions in the first year. Customer service efforts on Trip Advisor resulted in the center rising from 21st to 4th best Houston attraction.

PersonalWeb Director of Marketing

June 2012–May 2015
Tyler, Texas

Oversaw tasks and responsibilities of three to five people in areas including marketing, advertising, social media management, bulk email, SEO/SMO, business development and public relations. Wrote corporate and product identity content. Maintained the corporate website and helped maintain multiple product sites and blogs. Acted as liaison between marketing and software development team in order to generate and implement strategies that ensured product development corresponded with corporate and marketing goals.

PersonalWeb Creative Director

February 2011–June 2012
Tyler, Texas

Helped leadership to develop company and product identities. Implemented multi-platform branding. Created corporate website and product websites, which included design, copy writing, photography and responsive front-end development.

Discovery Science Place Public Relations Intern

May 2009–July 2009
Tyler, Texas

Helped grow the public image of the Discovery Science Place through graphic design and public relations. Completed projects including membership forms, signage, email newsletters, exhibit logos and design concepts.

Tyler Morning Telegraph Design & Editing Intern

May 2008–August 2008
Tyler, Texas

Designed pages for the daily newspaper, edited stories and wrote headlines and cutlines.

Education

Graphic Design & Photography Associate of Applied Science

Tyler Junior College | 2010 | Magna Cum Laude

Bachelor of Science in Journalism

The University of Texas at Tyler | 2012 | Magna Cum Laude