

Experienced marketing and communications professional with deep expertise in strategy, analytics, and project management. Skilled in creating impactful messaging and fostering audience engagement across website optimization, social media, SEO, email, CRM, lead generation, and omnichannel campaigns. Adept at collaborating with agency partners and vendors to align digital initiatives with brand objectives and deliver measurable results. Leveraging AI-driven tools and data insights, I enhance campaign precision and agility while managing budgets to maximize ROI. My passion for innovation and collaborative approach empowers me to execute strategic campaigns that elevate brand growth and customer connections.

Areas of Expertise

- ◆ Strategic Marketing Leadership
- ◆ Campaign Strategy and Execution
- ◆ Brand Development and Management
- ◆ Strategic Partnerships
- ◆ Project Management
- ◆ Customer Relationship Management (CRM)
- ◆ Omnichannel Marketing
- ◆ Data Analytics and Reporting
- ◆ Communications
- ◆ User Experience (UX)
- ◆ Team Leadership and Development
- ◆ Budgeting and ROI Optimization

Professional Experience

Launch Credit Union – Merritt Island, Florida Digital and Brand Marketing Lead

July 2019 – Present

Lead a marketing team of 5 in collaboration with the VP of Marketing, driving strategic direction and execution of marketing campaigns. Oversee all aspects related to website, social media, Search/Display, SEO, email, CRM, lead generation, and OTT/Pre-Roll initiatives. Leverage tools to analyze the effectiveness of marketing, identifying trends, patterns, and opportunities to enhance marketing efforts and maximize return on investment (ROI). Consult with credit union departments and manage various vendor relationships to create marketing strategies and campaigns that are strategic, creative, and integrated.

Key Achievements/Contributions:

- Create and manage compliant campaign copy and disclaimers, coordinating approval through inside counsel and ensuring clear communication across the credit union.
- Played an instrumental role in the company's intranet project by building and implementing the platform; currently the sole administrator authorized for backend modifications.
- Specialize in effective written and verbal communications across all organizational levels, from members to staff, executive teams, and the board of directors.
- Continuously exceed targets in business account growth, membership growth, loan growth, deposit growth, and product adoption.
- Revamped and maintain the company's WordPress website aimed at delivering a seamless user experience.
- Regularly serve as a subject matter expert on project teams to ensure the marketing portion is executed effectively and aligns with overall strategic goals.
- Devised and implemented an award-winning review strategy, elevating overall Google rating from 2.89 to 4.37 within six months and continually monitoring online sentiment. (Currently rated 4.60/5 stars across 15 verified locations).
- Partnered with HR to launch a multi-platform hiring campaign, creating content for Indeed, LinkedIn, and the company website; produced employee testimonial videos to enhance brand reputation and attract top talent.

Hudson's Furniture – Corporate Office, Sanford, Florida
Marketing Director

June 2018 – June 2019

Managed internal and external communications, including employee emails, newsletters, direct mail, and customer emails. Oversaw marketing creatives, including TV commercials, print materials, and digital content. Directed digital strategy, including social media, SEM, SEO, and email for a strong online presence. Managed agency partnerships for optimized collaboration and marketing results.

Key Achievements/Contributions:

- Administered digital marketing planning and budgeting worth \$400K per month through strategic planning and accurate forecasting.
- Generated approximately \$30K/month in co-op revenue from featured vendors, offsetting marketing costs.
- Managed initiatives such as Angel Tree and Back to School Supply Drives supporting local communities.
- Served as Hudson's spokesperson during on-air interviews with local television stations.

Additional Experience

VP of Communications, Florida Public Relations Association – Space Coast Chapter, Florida

Enrollment Management – Admissions, Middle Georgia State College (Macon State College) – Macon, Georgia

Marketing Consultant/Account Executive, 41-NBC – Macon, Georgia

Awards/Professional Development

- ◆ Leadership FPRA Class VII
- ◆ Space Coast FPRA 2024 Doris Fleischman Award
- ◆ 2023 FPRA Golden Image: Judges Award & Award of Distinction
- ◆ 2023 Space Coast FPRA Image: Judges Award
- ◆ FPRA Joe Curley Rising Leader Class of 2023
- ◆ Space Coast FPRA 2022 Rising Star
- ◆ Google Certified: Analytics, Ads, and Digital Sales
- ◆ HubSpot Certified: Digital Marketing, Content Marketing, Inbound Marketing, SEO
- ◆ Aspiring Leader Certification: Launch Credit Union

Education

Master of Science – Internet Marketing, Full Sail University, Orlando, Florida

Bachelor of Science – Business Administration w/Marketing, Thomas University, Thomasville, Georgia

Associate of Science – Business, Indian River State College, Fort Pierce, Florida