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I am a dedicated and driven creative that is prepared to hustle. I welcome platforms to expand my skills and opportunities to garner results for brands, agencies, and clients.

## Been There

- University of South Carolina, Columbia, SC- B.A. in Advertising

## Done That

- Sumner Group - Gastonia, NC
  - Director of Social Media - 3 yrs - (January 2021 - Current)
    - Use creativity to bring clients consumer engagement and positive brand outcomes
    - Produce, edit, and promote video content through social and streaming platforms
    - Manage organic and paid social creative for all agency clients
    - Created marketing automation campaigns for email, SMS, landing pages, and lead forms
    - Utilized as a client-facing creative and during new business pitches

### Notable projects:

- Brought Mt. Olive Pickles into the NIL marketing space through promoting a new product that's anything but new.
- Created a tagline for a local branch of a Fortune 500 chemical manufacturing company's safety week initiatives that was sent up the ladder and expanded to the global scale.
- Launched and co-managed a clothing brand based on a 1930's hunting club.
- Worked directly with the CEO and CMO of Boys & Girls Clubs of America to create a video highlighting their MLK Day of Service for social media and email reaching over 40,000 people.

## Use These

- Meta Ads Manager
- Google Ads Search & Display
- Exceptional Presentation Skills
- Adobe Creative Suite
- Joomla, Wordpress, SEMRush
- GoHighLevel Sales & Marketing Platform
- Buffer, dlvr.it & Sprout Social
- AI (Runway ML, Ideogram)

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