



Profile

Multifaceted marketing specialist and versatile writer drawing on 8 years of news media and business promotion, and 12 years of luxury hospitality expertise. Seeking opportunities to utilize a broad set of technical hard skills and relational soft skills to enhance an organization's communications and sales team as a valuable asset.



Skills

- Specialized in news reporting, editorial, sales copy and engaging web content.
- Versed in website creation, graphic design, PR, promotions and AP Style editing.
- Proficient with WordPress, Photoshop, MailChimp, web stores and social media.



Experience

JAN 2013 – APR 2014

PRESENT DIGITAL MARKETER / COPYWRITER / EDITOR / SALES
 – Seeking a full-time position or contract/freelance opportunities in the west Knoxville region.
 – Open to many roles and industries, from office to factory floor and product sales to services.

MARKETING & PROMOTIONS MANAGER Blue Rooster Sarasota
In-house marketing, web, design and PR for upscale comfort food eatery and blues club.
 – Created and distributed press releases, print and digital ads, website and social media posts.
 – Built relationships with local media and community; responded to messages and comments.
 – Developed email campaign to 8k+ subscriber list and social media presence to 20k+ follows.

NOV 2011 – DEC 2012

DIGITAL MARKETING SPECIALIST NicheBuilder Sarasota, FL
Digital content creator for web hosting company offering tools for affiliate marketers.
 – Crafted SEO copy for landing pages, eBooks and emails promoting clients' digital properties.
 – Conducted keyword research, identified profitable niches and developed marketing plans.

OCT 2011 – SEP 2012

WEB STORE MANAGER Sarasota Guitar Company Sarasota, FL
Online store manager, shipping director and floor sales rep for chain of guitar shops.
 – Monitored sales activity and customer service for 500+ item eBay store holding 100% rating.
 – Inspected and posted products; supervised shipping operation; assisted in-store sales team.

DEC 2010 – SEP 2011

MANAGING EDITOR / COLUMNIST HuB Sarasota Sarasota, FL
Editorial leader and columnist for local business incubator's site *This Week In Sarasota*.
 – Delivered deeply researched satirical columns about Sarasota culture and Q&As with artists.
 – Edited contributors, published WordPress posts and managed social media communications.

DEC 2010 – DEC 2011

A&E CONTRIBUTOR Sarasota Herald-Tribune Sarasota, FL
Columnist and contributor covering local music for Herald-Tribune's Ticket A&E weekly.
 – Wrote weekly column called "The Local Original" detailing Suncoast's original music scene.
 – Contributed weekly event previews, album and concert reviews, and arts scene-related news.

NOV 2008 – DEC 2010

STAFF WRITER / A&E EDITOR Creative Loafing Sarasota, FL
Reporter, columnist and A&E editor for alt-weekly newspaper chain's Sarasota edition.
 – Covered all aspects of Suncoast, following leads, conducting interviews and taking photos.
 – Edited contributors to A&E section, compiled event listings and mentored editorial interns.
 – Formatted content for print and WordPress; shared stories on social media and radio show.



Education

AUG 2002 - MAY 2007 BALL STATE UNIVERSITY Muncie, IN
 Bachelor of Science Major: Journalism Minors: Travel & Tourism, Guitar Performance

