



Summary

I am a digital marketer with over 14 years of experience working at advertising agencies. I specialize in creating digital marketing strategies and executing effective online campaigns. I also have experience in leading website design planning and front-end web development.



Work Experience

RCMA, Account & Project Manager

Greenville, SC | May 2024 – April 2025

- » Managed 23 client accounts which included establishing strong client relationships, creating clear communication channels, and overseeing successful project results.
- » Coordinated with clients and team members to develop project timelines while using management software to optimize production time and resources for 5 employees.
- » Corresponded frequently with clients for over 15 active projects, provided updates, received feedback for team members, and ensured satisfaction with deliverables.

3Fold Digital, Digital Marketing Director

Greenville, SC | March 2020 – March 2024

- » Directed digital marketing campaign strategies for paid digital media, SEO planning, social media advertising, and website development for up to ten clients at a time.
- » Planned and executed campaigns using SEM, SEO, social media, and email marketing; including a campaign for a national textile brand that doubled their annual online revenue, and earning them over \$1.6 million in online sales over a four year period.
- » Crafted a successful paid social media and ecommerce campaign focused on creating sales and traffic for a B2B gourmet produce brand to aid in establishing an online B2C audience for them—earning them over \$51,000 in revenue within five months.
- » Led the digital campaign for a full-funnel, online marketing strategy to help increase the enrollment of students at a local private school to record breaking levels within the school's history, and maxing out their student capacity levels.
- » Aided a major southeastern windows and door manufacturer in improving their online advertising strategy through comprehensive data analysis & reporting; and also doubled their online conversion rates within two months of taking over their digital campaigns.

RCMA, Web Director

Greenville, SC | February 2011 – March 2020

- » Led my team members on website and digital media projects, and worked closely with clients to create holistic plans for their web presence, which helped bring in over \$50,000 of new client work annually.
- » Designed and developed top of the line websites worth up to \$30,000 for a variety of local and national clients that offered a visually impressive and user-friendly experience.
- » Planned out comprehensive, custom web strategies for over a dozen clients—including website creation, SEO planning, and SEM campaigns.



Technical Skills

Search Engine Marketing (SEM), and Pay-Per-Click (PPC)

- » Google Search & Display Ads
- » YouTube Video Ads
- » News & Publication Website PPC

Social Media Marketing

- » Platform Management for Meta, Facebook, Instagram, LinkedIn, TikTok, and Reddit
- » Analytics and Insight tools: Sprout Social, Hootsuite, and Resonate
- » Social Media Ad Design & Copy Writing

Search Engine Optimization (SEO)

- » SEO Tools: Moz Pro, SEM Rush, and Google Analytics
- » On-Site and Off-Site Web Optimizations
- » Keyword Research and Planning

Ecommerce Marketing

- » Shopify & WooCommerce Management
- » Google & Automation Integration
- » Product Listing Optimization & SEO

Analytics and Data Analysis

- » Google Analytics & Google Tag Manager
- » Conversion Rate & ROI Optimizations
- » Reporting Tools & Dashboards

Email Marketing

- » Email Automation: MailChimp & Keap
- » Contact Lead Generation



Academics

North Greenville University
B.A. Interdisciplinary Studies in
Design & Communication

Tigerville, SC | Graduated May 2010 | GPA: 3.9