



RECENT EXPERIENCE

Associate Digital Marketing Manager

May 2021 - Present

Augustine Agency

- Curated content for social media platforms, including Instagram, Facebook, and Twitter.
- Coordinated with marketing team to drive messaging and promoting current campaigns.
- Planned, produced, and edited video projects to maximize engagement.
- Gathered information from staff to produce relevant content based on current activities and organization updates.
- Collected and analyzed consumer data, including demographics, preferences, and purchasing trends.
- Gathered competitor data, analyzing pricing, product sales, and marketing strategies.
- Developed SEO strategy, defined goals, and prioritized projects.
- Maintained professionalism and efficiency while working closely with leadership.

Digital Marketing & Communications Manager

2019 - 2021

Chicago Cook Workforce Partnership

- Led company-wide transition to utilizing social media as a key component.
- Scaled followers across core platforms; Instagram, Twitter, Facebook by nearly 50%.
- Redesigned the CCWP website, increasing more than 280,000 views.
- Established automated SMS marketing and tollfree hotline to support CCWP's transitional response to COVID.
- Implemented digital media marketing roadmap strategy under the leadership of CCWP's Communications Director.
- Analyzed and generated reports on campaign efficacy by aggregating qualitative data into actionable recommendations.
- Curated CCWP's content and digital brand image to resonate with target market.
- Led cross functional teams in the development of creative assets for various outreach efforts and marketing campaigns.

Communications Coordinator

2019

Chicago Cook Workforce Partnership

- Planned and executed more than 25 workforce development and community education events.
- Co-wrote key organization publications including "In the Works" newsletter, quarterly reports, brochures, fact sheets, etc.
- Conducted weekly client interviews to be used for newsletters, direct mail, website, and press conferences.

- Developed public relations strategies and assisted in contract creation for CCWP's events and announcements.
- Promoted to Digital Marketing & Communications Manager within six months of joining the company.

Junior Account Executive

2016 - 2018

Allied Integrated Marketing

- Curated regional media campaigns for the Urban Marketing division; cultivated new partnerships with social influencers, press, and community leaders.
- Coordinated and created 360 marketing campaigns which included influencer management for sponsored posts, pitch TV (Fox/The Jam/WGN/ABC/CBS), Radio (iHeart Media, Power 92/Soul, 106.3/Kiss FM/CBS Sports/CBS/B96), Print (Chicago SunTimes, Chicago Tribune, The Source, Sophisticated Hair, Chicago Reader, Chicago Crusader, Chicago Defender, Ebony, Rolling Out).
- Planned and executed influencer activation for television series "Marlon" by Marlon Wayans.
- Composed comprehensive reports to measure campaign efficacy – garnered more than 100,000 impressions and 15,000 mentions via influencer campaign engagement.
- Organized and executed press tours with key talent and prime athletes.
- Developed 360 promotional strategy for blockbuster films "Fences" (2016) and "Transformers" (2017)

EDUCATION AND TRAINING

- BA, Journalism, Minor in Public Relations, Northern Illinois University