# Profile

Digital media marketing professional with focused experience in online marketing for social and digital media. Conscientious with attention to detail and a strong propensity to learn and develop. Over three years with a nationally renowned award winning marketing team and one year with a high paced, video centric public relations team. One year professional executive residency with a strategy implementation firm. Ten years as a business co-owner and multi-media producer. Graduate of Ouachita Baptist University, University of Arkansas at Little Rock, and Universidad de Costa Rica Language Institute.

# Experience

## Oaklawn Racing and Gaming – Digital Media Coordinator March 2015 – July 2018

Managed digital content, Social pages, and internal/external digital communications. On-boarded multiple programs including Instagram, Sprout Social, Yext, Bitly, Google Plus and Snapchat along with multiple review and secondary sites. Sent email campaigns and managed internal digital media content including marquee and on site TVs and video walls. Developed and published marketing materials using video, audio, and photo editing software. Constructed marketing campaigns and on site promotions/events. Managed and developed content on Oaklawn.com. Most notably, increased followers across all social pages from 25k to 75k during 4 year tenure.

## Cox Auctions and Realty LLC. May 2007 - Current

Current licensed Real Estate Agent and Auctioneer in the state of Arkansas, graduate of Missouri Auction School, Ten years experience – heavy equipment, consignments, storage liquidations, business insolvencies, estate sales, and real estate. Produced many variations of media and advertising programs for business including Audio Clips/Songs, Youtube Videos, Commercials, Radio Ads, and Print media such as flyers, posters, billboards, and mail-outs.

## New York Life, Agent June 2013 – December 2013

## Independent Contracting Agent, consulted around 200 clients on, Long Term Care, Disability, Health and Life Insurance along with fixed and variable annuities for retirement planning.

## Avidus Partners, Agent December 2012 – May 2013

## Independent Contracting Agent, traveled around the state, door to door direct marketing, upgrading AT&T U-verse upgrade eligibility to existing AT&T customers.

## Doug Sherman Group, Consulting October 2012 – May 2013

Executive resident (Internship), research analyst for lead generation as well as executive office assistant. Preformed tasks including professional data research, generating client and marketable lead information. Also assisted in daily clerical duties and supported the team environment.

## University of Arkansas at Little Rock August 2011 – May 2012

Graduate Student Association President, organized student body meetings and events. Worked for the graduate school’s top educational administration as a graduate assistant.

## Magic Springs and Crystal Falls Amusement Park May 2006 – August 2011

Waterpark lifeguard promoted to Head-Guard and then to Water Park Supervisor responsible for operations of 75 employees. Made schedules, position sheets, filed ops reports, managed employees, and coordinated team-building activities. Seasonal Magic Screams haunted house operations manager.

Education

**University of Arkansas** Little Rock, May 2013. Masters of Business Administration, Final GPA of 3.7

**Ouachita Baptist University** Arkadelphia, May 2011.  Bachelor of Arts in Business Administration dual concentration: Marketing and Management, Dean’s List

**Universidad de Costa Rica Language Institute** San Jose, Costa Rica July 2010.

# Skills

**Technological**- Social/Digital media advertising, Mac OS and Windows proficiency, Webpage design, SEO Management, Content development, Prezi, Microsoft Excel, Word, PowerPoint and Outlook, Adobe Photoshop, Adobe After Effects, Adobe illustrator, Adobe Indesign, Adobe Premier Pro, FL Studio, Pages, Logic 9.0.0, Final Cut Pro, Constant Contact, Email Direct, Bitly, Campaigner, Venus, Digital Signage Pro, Django CMS, Wix.

# Past Extracurricular Activities

Video and music production, Events MC and DJ, AEL Honors society, DEI career services society, OBU Business Plan Competition Finalist, Leadership Hot Springs, Mayors Youth Council

# References

Available upon request