
Professional Experience

Founder

eXcelerator Entertainment & Communications LLC, Florence, SC, 10/20 – present

- Handling marketing/communications for businesses, nonprofit organizations and events (executing marketing plans, writing press releases, sending newsletters, social media, etc.).
- Hosting and emceeing events.

Marketing Manager

Florence Center, Florence, SC, 6/19 – 7/20

- Developed and executed marketing/advertising campaigns for events and venue.
- Oversaw the creation and dissemination of messaging to the media and public; oversaw the development of artwork and promotion/advertising material, social media strategy and website features; wrote advertising copy; proofed material; and sent press releases, eBlasts, etc.
- Placed advertising buys with the media and managed campaign ad plans and budget.
- Handled managerial and administrative tasks from managing others to processing invoices.
- Represented the company in the community and developed relationships with businesses, organizations and individuals.

Marketing and Communications Director

Ground Zero, Myrtle Beach, SC, 1/19 – 5/19

- Coordinated and managed the dissemination of news and information concerning a non-profit organization/youth ministry and entertainment venue to advance its brand, increase awareness of its programs and priorities and increase its visibility.
- Created and executed content strategies for social media platforms and e-mail newsletter including writing content for them.
- Wrote press releases, ad copy, etc.
- Established and maintained relationships with local businesses and organizations.
- Managed media relationships including coordinating interviews.
- Made stage announcements and did presentations about organization and its activities at events.

Promotions Coordinator; Host; Board Operator (various positions held during employment so duties and responsibilities listed collectively)

Community Broadcasters (formerly Miller Communications), Florence, SC, 11/12 – 1/19

- Handled promotions for a multi-genre cluster of radio stations.
- Coordinated on-site events.
- Represented stations at events/appearances maximizing company's presence in the community.
- Submitted promotions proposals for contests and giveaways and executed upon approval.
- Website and social media management.
- Ordered merch/promotional material and managed prizes and giveaways.
- Produced radio spots for commercials and contests, including writing copy.
- Managed advertising sales accounts.
- Board op (ran and monitored broadcast control board for games and sports talk shows).
- Produced and hosted community calendar informing listeners of events happening in the area.

Media Advisor

Williamsburg County Public School Foundation, Kingstree, SC, 11/12 – 5/17

- Handled publicity and public relations efforts to establish and maintain awareness of the organization in the community.
- Coordinated annual fundraising gala including: managing program participants, honorees and sponsors; booking talent; program booklet layout and ads; seating; and publicity.
- Maintained website and social media.

Marketing Coordinator then Advertising Account Executive (various positions held during employment so duties and responsibilities listed collectively)

Morning News, SCNow.com, WBTW, Florence, SC, 11/10 – 3/12

- Coordinated marketing and community relations efforts.
- Solicited and managed advertising sales accounts and managed trade agreements.
- Assisted with scheduling of on-air promos.
- Coordinated annual revenue-generating event, "Taste of Home Cooking School."

Promotions Coordinator

WZGC "Dave FM" Radio (defunct), Atlanta, GA, 5/10 – 11/10

- Coordinated station promotions and interacted with directors, managers, sales team, promotions team and clients to ensure that logistics of promotions and events ran efficiently and smoothly.
- Managed schedules, information, material, etc. for promotions team members for events.

Manager, Event Marketing; Marketing Coordinator; Special Events Coordinator; Coordinator of Program Development and Acquisitions; and Associate Producer for Programming and Production (various positions held during employment so duties and responsibilities listed collectively)

Gospel Music Channel (defunct), Atlanta, GA, 8/04 – 2/10

- Represented the channel locally and across the U.S. on music tours/concerts and at events including Winter Jam, Women of Faith, Revolve, Dove Awards, Stellar Awards, GMA Week (Gospel Music Association) and various festivals.
- Executed marketing plans, coordinated sponsorships and managed budgets.
- Coordinated initiatives that would increase brand awareness and drive tune-in for the channel.
- Developed and maintained relationships with communities and organizations to sustain partnerships on company initiatives.
- Created optimum presence and brand visibility at events to capture and maintain the attention of the audience, clients/advertisers and the public.
- Managed volunteers (recruiting, training and supervising them for projects and events).
- Assisted Marketing, Affiliate Sales, Programming and Production departments: coordinated the on-air programming/development process including content screening and selection of video material for broadcast; managed logistics of production shoots including booking and coordinating talent and production crew; managed audiences at tapings; and developed marketing recaps.

Other Notable Positions and Experience

- Marketing Manager; Production Assistant; Administrative Assistant (contract/freelance)
Turner Broadcasting, Atlanta, GA
- Direct Marketing Coordinator; Promotions Assistant; Public Affairs Assistant
WNNX (now WWWQ-HD2) "99X" FM, Atlanta, GA
- Communications Coordinator
Pee Dee Coalition Against Domestic and Sexual Assault, Florence, SC
- Communications Associate
Helping Florence Flourish, Florence, SC
- Program Support Specialist - Office of University Relations (Public Relations Office)
Norfolk State University, Norfolk, VA
- DJ
WHRZ "The Z," SC
- Board Op
WAYM "WAY FM," Franklin/Nashville, TN
- Founder/President
eXcelerator Entertainment & Communications LLC

Skills, Education, Experience

- Excellent interpersonal and communication skills
- Able to work with diverse groups of people from various cultures and backgrounds
- Excellent writing and proofreading skills
- Able to create presentations, one-sheets, etc.
- Able to implement marketing/promotion campaigns
- Public relations and publicity experience including writing press releases and PSAs
- Website and social media management including Facebook, Twitter, Instagram
- Serving as company photographer and maintaining photo archives
- Direct marketing
- Non-profit experience
- Small business owner (eXcelerator Entertainment & Communications LLC)
- Radio: DJ (radio personality/on-air talent); board op; public affairs radio program host
- TV: VJ/host on multi-genre Christian music TV video show
- Web: conducted and contributed artist and fan interviews to a major music website
- Emcee/host, performer, crowd motivator and DJ for concerts, festivals and events
(www.excelatorentertainment.com/videos)
- Experience with email and text marketing platforms, Pilat, Adobe Audition, Scott Studios SS32 automation system, Vortal (InterTech Media), GoDaddy, Wix, Hootsuite, Canva
- Education: BS in Mass Communications, Norfolk State University, Norfolk, VA