

KITTIE SULLIVAN BALDWIN

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

CONTACT



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EDUCATION

Master of Arts - Journalism

Integrated Strategic Media

University of Memphis - Memphis, TN

GPA 3.71 2024

Bachelor of Arts - Political Science,

American Sign Language - Magna Cum Laude

University of Memphis - Memphis, TN

2022

WORK EXPERIENCE

Relationship Banker II

Regions Bank - Memphis, TN.

Present

- Educates and advises customers on Regions' Consumer and Business products and services, including all loan and deposit types
- Educates customers on emerging technology and digital solutions such as mobile, online, and ATM offerings, all designed to make banking easier
- Provides a consistent optimal customer experience, which may consist of sharing responsibility for greeting customers and processing transactions to ensure customers bank when, where, and how they choose
- Owns and resolves customer issues

Freelance Marketing & Social Media

Big Poppy Creative - Memphis, TN

2024 - Present

- Develop comprehensive social media strategies that align with the organization's goals and objectives.
- Oversee social media projects, analyzing performance metrics and sentiment, research and intelligence gathering and driving engagement across various platforms.

Substitute Teacher - American Sign Language

University Middle School - Memphis, TN

2024

- Lead discussions and assists the teacher to ensure alignment and collaboration of students in American Sign Language

Graduate Assistant

University of Memphis Memphis, TN

2023-2024

- Analyzes student progress and collaborate with assigned professors to identify areas for strategic adjustments.

Retail Sales

2020-2023

REI CO OP - Memphis, TN

Office Manager

2010-2014

BTG Pharmaceutical - Brentwood, TN

Regional Account Manager

2009-2010

Modern Salon Services - Memphis, TN

Store Manager

2004-2009

AT&T Wireless - Memphis, TN