



 minditalley.com

 225.802.6141

 mindi@minditalley.com

experience

Corporate Marketing Manager
Saber Power

April 2025 - Present
Baton Rouge, LA

Responsible for the creation and execution of the Corporate Marketing Plan, Budget, Goals and Objectives, including:

- Website design, development, SEO/SEM, Lead Generation, CRM integration, conversions, analytics
- Brand management, advertising design, development and execution, PPC/Google Adwords, print ads, display ads, social media ads, brochures, case studies, whitepapers, quoting templates, presentations
- Content marketing, social media management, content calendar and scheduling, blog posts, email marketing, internal/external newsletters and corporate communications
- Market research: industry analysis, competitor analysis

Marketing Manager
inoLECT

September, 2010 - April, 2025
Baton Rouge, LA

Responsible for all Marketing functions, including:

- Marketing Plan, Budget, Goals and Objectives
- Sales partner agency management, pipeline management
- Website design, development, SEO/SEM, lead generation, CRM integration, conversions, analytics, product videos, webinars, Zoom presentations, YouTube channel
- Tradeshows, corporate events, PR
- Advertising design, development and execution, PPC/Google Adwords, print ads, display ads, social media ads, case studies, whitepapers, presentations
- Social media management, content calendar and scheduling, blog posts, email marketing, internal/external newsletters and corporate communications

Graphic/Interactive Designer
The Moran Group

August, 2006 - September, 2010
Baton Rouge, LA

Responsible for art direction, design and implementation of:

- Multiple client websites, across numerous industries, simultaneously
- Design/development of monthly campaign materials, including print ads, display ads, billboards, interactive media, social media, video graphics, apparel design, vehicle wraps, tradeshow/event graphics, presentations, brochures, corporate branding materials
- Presentation of campaigns to local, regional and national clients

Graphic Designer
Pelican State Credit Union

January, 2001 - August, 2006
Baton Rouge, LA

Responsible for marketing and administrative assistant functions, including:

- clerical duties, bookkeeping, financial reports, PR, corporate events
- Promotional marketing calendar and creation/execution of campaign materials, print ads, postcards, bank statement graphics, credit card designs, brochures, banners, tradeshow graphics, lobby displays, forms and corporate communications
- Helped to design/implement the first company website, online banking system

education

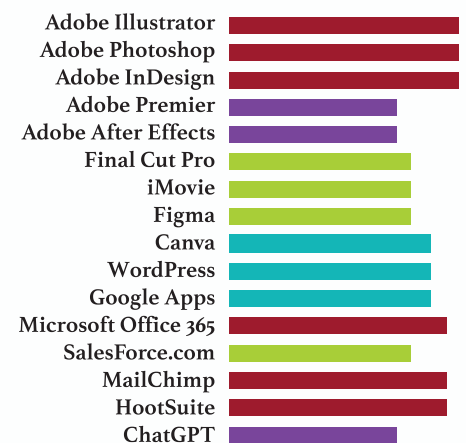
LSU Continuing Education
Generative AI for Marketing, 2025
Social Media Marketing, 2019

Google Adwords Academy
June 2024, June 2023, June 2020,
June 2019, June 2018

Louisiana State University
BFA - Graphic Design, 2007

Starkey Academy
High School Diploma, 2001

strengths



extra curricular

Mom Time = 50%
Art = 19%
Church = 16%
Running = 10%
Sleep = 5%

