




 minditalley.com

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## experience

Marketing Director  
inoLECT, LLC

Baton Rouge, LA  
September 2010 - Present

Responsible for creation and execution of the corporate brand and all marketing actions and materials. Marketing plan development, lead generation, CRM management, website design and development, social media content and management, PPC advertising, SEO/SEM, email marketing, print marketing, tradeshow planning and logistics, product photography, and product video development. Hosted webinars and live product demonstrations. Management of partner agencies, monthly pipeline reporting and customer retention/loyalty programs. **What was cool?** I worked with R&D to design interface graphics and branding for robotic safety products. I traveled to tradeshow across the country demonstrating the product and talking about safety. I met virtually with people all over the globe.

Graphic/Interactive Designer  
The Moran Group

Baton Rouge, LA  
August 2006 - September 2010

Art direction and design for multiple clients, simultaneously, across many industries, including automotive, medical, educational, industrial manufacturing and the food industry. Responsible for all campaign materials including corporate branding, print advertising, website design, interactive web content, video graphics, apparel design, photography, copy writing and event planning. Development of numerous online campaigns for local, regional, national and global companies. **What was cool?** I designed branding for new vehicles like the Toyota Tundra. My logos are still featured on wheel centercaps and decals on the side of trucks! I also made graphics for national commercials that aired during Superbowl games!

Marketing Specialist  
Pelican State Credit Union

Baton Rouge, LA  
January 2001 - August 2006

Administrative clerical duties, bookkeeping, reporting, public relations, design of marketing materials. Responsible for the marketing promotional calendar and coinciding products. Design and development of initial corporate website and online banking products, print materials, newsletters, and lobby displays. Corporate event planning. **What was cool?** I designed artwork and helped execute many new products, including the first website, savings clubs, kids' club, credit card designs, and many more. I illustrated a coloring book for the kids' club featuring the trade character, Petey the Pelican, purchased and wore a Pelican costume at numerous events!

## education

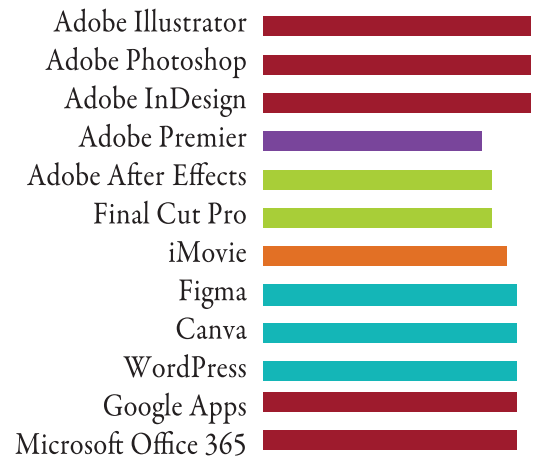
Google Adwords Academy  
June 2023, June 2019  
Google Adwords Certification

Louisiana State University  
College of Continuing Education  
September 2019  
Social Media Marketing Certification

Class of 2007, Dean's List  
Bachelor's of Fine Arts: Graphic Design

Starkey Academy  
Class of 2001, Valedictorian  
High School Diploma

## strengths



## extra curricular

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

