



## WORK EXPERIENCE

### CrowdSouth

Bowling Green, KY  
2023-present

#### Client Services

- Point of contact for customer care and account management
- Works with clients, as well as internal website, social media, search marketing, and graphics teams to execute client goals
- Creates, assigns and tracks requests in Project Management System
- Schedules recurring or intermittent meetings as needed and provides pre-meeting agendas, leads meetings and follows up with post meeting notes and action items
- Works with clients on general needs that fall outside of internal departments:
  - Photography and videography
  - Design
  - Signage
  - Promo items
  - Physical and digital ad buys (TV, streaming, billboards, newspapers and magazines)
  - Creates marketing calendars
- Helps with marketing planning/campaign planning

### Med Center Health

Bowling Green, KY  
2017-2021

#### Marketing Strategist

- Maintains the brand identity for a hospital network with five campuses
- Creates print materials, newspaper ads, web graphics, social media content, animation, apparel and signage
- Collaborates with television, newspapers, printers, sign companies, magazines and online advertisers
- Applies special effects to video content
- Directs photography and video shoots
- Designs most of the key graphics for the hospitals

### ZebraGraphics

Bowling Green, KY  
2007-2017

#### Creative Director

- Directed a team of graphic designers and web developers
- Managed all local client accounts
- Engaged the public in sales and consultations
- Developed marketing campaigns and materials
- Planned and executed trade show booths
- Installed signage

## EDUCATION

### Art Institute of Atlanta Associates in Graphic Design

1997-1999

## SOFTWARE PROFICIENCY

Mailchimp

Adobe Indesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Adobe Character Animator

WordPress

Elementor

GoDaddy

Google Suite

Microsoft Suite

Mailchimp

Midjourney AI

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