

(256) 603-3610

Education

University of Alabama in
Huntsville, Huntsville AL
— Bachelor of Arts, 2011
with a focus in Graphic
Design

Key Skills

– Product Marketing:

Campaign Strategy,
Consumer Targeting,
Product Positioning

– Digital Marketing &

Web Tools: HTML, CSS,
Adobe Creative Suite,
Salesforce, Eloqua

– Video Production:

Video Shooting, Editing,
Storyboarding

– Team Collaboration:

Cross-Functional Teams,
Marketing Strategies,
Agent Training

– Technical Proficiency:

Content Management
Systems (WordPress,
Joomla, Drupal)

PROFILE

I have experience working on high-visibility, large-audience marketing campaigns and am well-versed in traditional graphic and web design. A self-motivated and quick learner that performs well working independently or in a collaborative team setting, ensuring objectives achieved.

EXPERIENCE

Manager Social and Inbound Marketing, U.S. Space and Rocket Center, Huntsville, AL — 2023–2025

- Led planning and execution of multi-platform social media campaigns to increase brand engagement.
- Collaborated with teams to develop content aligned with brand positioning and marketing objectives.
- Managed email marketing campaigns, focused on audience segmentation and tailored messaging.

Marketing Technology Specialist, Weichert Realtors - The Space Place, Huntsville, AL — 2018–2023

- Pioneered new marketing programs during the pandemic, facilitating a successful transition to digital marketing practices.
- Created and managed websites and landing pages to optimize marketing funnels and enhance customer experience.
- Coordinated and executed virtual open house events through video to expand reach and maintain engagement during challenging times.

Digital Media Specialist, Oral Arts Dental Lab, Huntsville, AL — 2017–2019

- Developed multimedia content, including training videos, advertisements, and product photography, to support marketing initiatives.
- Enhanced brand visibility through consistent social media postings across multiple platforms.
- Assisted in maintaining and updating the company's website to ensure an optimal user experience.

Logistics Analyst II, Lesco, Huntsville, AL — 2016–2017

- Managed the database of government technical manuals, ensuring accuracy and accessibility for stakeholders.

Web Producer, Emerson Network Power, Huntsville, AL — 2013–2015

- Led production of email and landing page campaigns for product launches and promotions.
- Maintained software and firmware updates on the corporate website, supporting customer needs and communications.