



COMMUNICATION STRATEGIST

CONTACT

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EDUCATION

ELON UNIVERSITY | ELON, NC
AUGUST 2013 -MAY 2017
STRATEGIC COMMUNICATIONS

SOFTWARE

ADOBE CREATIVE SUITE
CANVA
GOOGLE SUITE
HOOTSUITE
HUBSPOT
MAILCHIMP
MICROSOFT OFFICE
SQUARESPACE
WORDPRESS
ZOHO

SKILLS

AP STYLE
COMMUNICATION
COPY EDITING
CUSTOMER SERVICE
DATA ANALYSIS
DESIGN
EVENT PLANNING
LEADERSHIP
MEANINGFUL LISTENING
PROBLEM SOLVING
PROJECT MANAGEMENT
PUBLIC SPEAKING
SOCIAL MEDIA
TIME MANAGEMENT

EXPERIENCE

PUBLIC RELATIONS AND COMMUNICATIONS MANAGER

INGRAM CONTENT GROUP | NOV 2021 - PRESENT

- Support up to seven business lines with thought leadership, product and/or service promotion, and communication best practices.
- Maintain social media presence for corporate accounts with 50,000+ followers.
- Manage multi-thousand dollar corporate giving budget supporting organizations in the arts, education, and literacy space across the globe.
- Develop and distribute quarterly internal magazine to 2,500+ associates.
- Coordinate employee engagement programs including DEI initiatives, volunteer opportunities, and new hire programs on a global-scale. Responsible for all communications including emails, newsletters, intranet updates, and signage.
- Secure thought leadership opportunities for strategic company spokespeople.
- Adapt and innovate existing programming to fit the needs of the company.

ACCOUNT EXECUTIVE

MCNEELY BROCKMAN PUBLIC RELATIONS | OCT 2019 - NOV 2021

- Secured coverage in local and national publications such as USA Today, StyleBlueprint, The Tennessean, and Main Street Nashville.
- Developed communications plans to achieve client goals with measurable benchmarks to ensure achievement.
- Managed social media strategy, content creation and execution for clients assisting in growth of platforms up to 40 percent.
- Wrote, designed, and distributed online newsletter communications with an average 30% open rate.

COMMUNICATIONS LEAD & EXECUTIVE ASSISTANT

FRIST CRESSEY VENTURES | SEPT 2018 - OCT 2019

- Designed, edited, and updated quarterly newsletter to be sent to 3000+ healthcare executives.
- Planned and executed annual meeting for 100+ individuals including partners, investors, and strategic contacts.
- Managed the daily operations of an office of up to 10 people.

JUNIOR WEB CONSULTANT

ATIBA SOFTWARE | OCT 2017 - SEPT 2018

- Worked on-site with a major retailer's networking group to co-manage a network equipment upgrade that impacted 3,800 stores nationwide.
- Coordinated with more than 100 District Managers and more than 300 locations per week to ensure completion of the project.
- Managed the brand and reputation of key clients through the development of brand standards and creation of online content including websites and blog posts using Wordpress.org.

COMMUNITY ENGAGEMENT

NASHVILLE JUNIOR CHAMBER OF COMMERCE

PRESIDENT & EX-OFFICIO | JULY 2023 - JUNE 2024

- Led team of 22 to accomplish all operations of the Junior Chamber from event execution to membership engagement.
- Developed and executed marketing strategy for 100 Year Celebration which aided in raising more than \$2,000 in first ever donation campaign (2020-2021).
- Managed team of five to execute annual fundraiser and raise \$5,000 (2020).
- Previously held roles include: Philanthropy Chair (19-20), Marketing Chair (20-21), President-Elect (21-22). and President (22-23). Member since March 2018.

NASHVILLE CHILDREN'S THEATRE

VICE CHAIR | JULY 2023 - PRESENT

- Serve on the Executive, Marketing, and Development Committees to provide communication and public relation guidance and strategy.
- Aided in the development of a new website that launched in 2023 and has resulted in increased membership sales by 10%.
- Previously held roles include Marketing Chair (20-23). Member since Oct. 2018.