

**SALES | MARKETING COMMUNICATIONS | BRAND STRATEGIST | ENTREPRENEUR**

Energetic self-starter with vast experience in delivering creative solutions that effectively achieve project goals within highly competitive markets. Consistently drives high standards of service through effective project management, communication and strategic planning to develop and manage strong client relationships. Highly organized with strong capability to prioritize workload and steer project completion within established deadlines and budgets.

**PROFESSIONAL EXPERIENCE****ALPHA BUSINESS ESSENTIALS**, Columbia, SC**7/2014 – Present**

Specialize in turnkey solutions for the workplace: office products, promotional products, event planning & management, and marketing.

➤ **Alpha Business Essentials****Principal**

- Built a solid reputation for delivering high-quality, cost-efficient solutions to drive business development and to positively impact workplace performance.

➤ **South Carolina Legislative Black Caucus****12/2016-Present****Executive Director** (*Contract*)

- Liaison between the caucus members, General Assembly, and community organizations on legislative priorities.
- Responsible for reputation management, fundraising and developing other resources necessary to support the caucus' mission.

**COLONIAL LIFE**, Columbia, SC**7/2013 – 7/2014**➤ **Programs Manager**

Subject matter expert for company's wellness programs.

**Impact:** Recognized by management, colleagues, and partners as mission-oriented contributor who excels at developing strategic practices to revitalize established marketing programs.

- Successfully implemented improvements to existing marketing programs resulting in corporate cost savings.
- Educated/ trained the sales organization and department partners on the marketing programs that support new lead generation.

**MITCHELL BUSINESS MANAGEMENT** (*Parent Company*), Columbia, SC**5/2008 – 6/2013**

Responsible for defining this new role. Successfully balanced assorted responsibilities and projects concurrently for the multiple subsidiaries (start-up and established). Reported directly to parent company's CEO.

**Impact:** Excelled at designing solutions to complex problems; established structure and direction, mobilized team towards common goals, and incorporated continuous improvement.

➤ **Marketing Communications Director** – SOUTH COAST PAPER (*Subsidiary*)

Newly created position with paper converting company focusing on marketing and project management.

**Impact: Successfully established marketing program.**

- Managed all corporate marketing communications and event planning (project budgets \$10k-\$20k/event).
- Directed brand management, media and public relations, corporate positioning, product launches, and trade show marketing—logistics, innovative interactive booth concepts, and sales collateral.
- Certification manager for sustainability—Chain of Custody (FSC, SFI, PEFC) and Minority Business Enterprise certifications and supplier diversity registrations.
- Served as spokesperson.

➤ **Sales Representative** – SOUTH COAST SUPPLIES (*Subsidiary*)

Harvested new business and managed key accounts as newly launched subsidiary's sole sales representative. Spearheaded entire sales process from initial client consultation and needs assessment through product presentation, price negotiations, final closing, and continual customer service.

**Impact: Increased annual sales 30% compared to previous year by building trusting relationships and providing value-added service.**

- Readily competed with and stole business away from large competitors, such as Office Depot and Staples.
- Built client base of reoccurring revenue year after year, despite no previous sales experience.
- Solicited services through referrals and Internet searches to expand client base and increase revenue.

## MITCHELL BUSINESS MANAGEMENT (continued)

➤ **Marketing Director** – SOUTH COAST SOLUTIONS (*Subsidiary*)

Managed successful branding campaign for start-up.

**Impact:** Played key role during launch of company by working with upper management on marketing and project management.

➤ **Marketing Director** – MO MO'S BISTRO (*Subsidiary*)

Reputation management and marketing of fine-dining restaurant.

**Impact:** Conceptualized and executed all marketing, branding, and public relations strategies, including planning events, creating news releases, developing collateral, and managing website content and social media channels.

➤ **Marketing Communications Specialist** – CAREPRO HEALTH SERVICES (*Subsidiary*)

Developed and executed rebranding campaign.

**Impact:** Improved internal/external communications by developing direct marketing materials and employee newsletters.

## THUNDER TOWER HARLEY-DAVIDSON, Columbia, SC

11/2006 – 5/2008

➤ **Media Relations/Marketing Manager**

Developed and launched customer-focused programs for start-up motorcycle dealership. In charge of event planning, media buying/relations, business partnerships, charity sponsorships, and \$400K budget.

**Impact:** Created and established customer-focused events and programs.

- Planned 12 to 14 customer-driven, themed on-site events annually for 100 to 1000 attendees.
- Singlehandedly conceived ideas, managed, and executed events, including all food & beverage, entertainment, decoration, and setup/teardown.
- Launched dealership's Harley Owners Group (H.O.G.) Chapter and grew membership from 0 to ~300.
- Coordinated motorcycle rides and charitable events, including all sponsorships, advertising campaign, and signage.

## CAROLINA CARE PLAN, Columbia, SC

8/2005 – 11/2006

➤ **Marketing Coordinator**

Hired by HMO for newly created position during organizational restructuring period. Shouldered a wide array of responsibilities to increase brand awareness, including managing publicity/press releases, sales incentives, marketing collateral, and promotional giveaways. Handled various promotions, including special corporate events, onsite marketing affairs, and charity sponsorships.

**Impact:** Increased community visibility and reinforced broker relationships.

- Raised participation from 6 to +25 events in 1 year, as community relations director for South Carolina.
- Developed sales incentives with \$160K budget that generated over \$42M in new premiums.
- Interfaced with organization's advertising agency to deliver \$750K in projects on time and under budget.

## EDUCATION &amp; TRAINING

**Master of Mass Communications** – University of South Carolina, Columbia, SC (2005)

**Bachelor of Arts, Communication Studies** – Furman University, Greenville, SC (2003)

*Professional Development:*

University of Richmond's Robins School of Business Executive Management Program (2016)

American Management Association Certificate in Marketing (2010)

Mackenzie Image Consulting (2011)

London Image Institute (2012)

## ASSOCIATIONS

Junior League of Columbia

AIPAC- The American Israel Public Affairs Committee