



Wellborn Strategies

As the Marketing Specialist for Wellborn Strategies, I orchestrated dynamic digital marketing strategies and innovative content development approaches, curated impactful email marketing campaigns, pioneered successful event marketing initiatives, and cultivated strong client relationships. These activities supported me in driving brand growth and engagement for all retained clients.

A Project I'm Proud Of

In Fall 2019, our Chief Strategist proposed reviving Fizzi Fest—a one-day sparkling beverage tasting event that had previously drawn about 60 attendees and raised \$2,500 for the Mobile Arts Council. This time, the event would benefit Restore Mobile, and I was tasked with significantly increasing both attendance and charitable impact.

By June 2020, we more than doubled attendance to over 110 guests and raised \$4,500 for Restore Mobile.

To drive this growth, I led a focused content marketing campaign on Facebook and Instagram to reach our target audience and build brand awareness. I also expanded the event's appeal by incorporating Miller High Life—"The Champagne of Beers"—to draw a broader crowd. On the ground, I implemented grassroots tactics including branding our volunteer team (aka the "Fizzi Committee") and engaging directly with the public at Mobile's monthly Art Walk.

The result was a more visible, inclusive, and community-connected event that tripled its impact in just one year.



Brand J

As the Senior Account Executive at Brand J, I led the agency's Account Management and Digital Advertising teams. My responsibilities included defining and measuring performance expectations for agency output, fostering relationships across 50 diverse brands, and providing guidance to a team of four members in their daily tasks.

Additionally, I leveraged my expertise in project management, strategy development, and creative problem-solving to manage 21 client accounts. I facilitated the achievement of deadlines within our creative team, conceptualized impactful marketing strategies in partnership with clients, and ensured seamless and efficient execution of all campaigns.

A Project I'm Proud Of

In 2021, I identified a major inefficiency in how we communicated advertising performance to clients. Our manual reporting process took over 30 hours each month across 40+ accounts and lacked the real-time visibility today's clients expect.

I researched and evaluated multiple dashboard platforms, built a business case for the most effective and budget-friendly option, and presented it to leadership. After securing approval, I led implementation—collaborating weekly with the software's development team to customize a real-time dashboard tailored to franchise growth goals.

From this, a streamlined, scalable reporting system that enhanced operational efficiency and gave clients 24/7 access to campaign performance and ROI was implemented.



Snapshot

As a Senior Account Executive at Snapshot, I played a vital role in creating and driving strategy for key accounts alongside the Account Director. I also helped coordinate and manage various marketing campaigns from concept to execution by preparing materials for client meetings, and by driving projects forward with our production and project management teams. Daily, I leaned on identifying creative solutions, building strong client relationships, and efficiently managing the production cycle. I also had the opportunity of mentoring other team members on the Accounts team.

A Project I'm Proud Of

In fall 2022, I led the strategic direction and account management for a full rebrand and website launch for a behavioral health organization specializing in adolescent DBT treatment. Collaborating with our creative and development teams, I oversaw the naming strategy, visual identity, and site architecture, ultimately guiding the transition from “Evolve Treatment” to “Evolve Adolescent Behavioral Health.”

Through market research and competitor analysis, we crafted a brand that conveyed calm, credibility, and clarity. The redesigned website emphasized Evolve’s unique differentiators, specialized DBT care and a broad in-network provider list, while allowing for user-friendly navigation across all parts of the decision-making funnel.

With the support of a concurrent digital lead-gen campaign, Evolve saw a 22% increase in residential treatment admissions and a 48% increase in intensive outpatient enrollment within one year.



Knoxville Chamber

Leading marketing and operations for events at the Knoxville Chamber, I oversaw the development and branding of more than 35 annual programs aimed at informing, connecting, and empowering the regional business community. I managed strategic relationships and strengthened sponsor engagement, resulting in a 15% increase in umbrella sponsor retention and revenue. One of my proudest achievements was designing, marketing, and executing an investor familiarization tour that helped generate approximately \$250,000 in capital investment for the region.

A Project I'm Proud Of

In Spring 2024, I was tasked with evaluating a proposal from our CEO to introduce a new mentorship-driven program at the Knoxville Chamber. My first step was to assess whether such a series aligned with our mission and was in demand across our business community. After presenting a business case to senior leadership and the board, I moved forward with designing the program's structure, branding, and marketing strategy.

The result was Morning Momentum, a program where entrepreneurs of all backgrounds present real-time business challenges to a small group of seasoned business leaders. The format creates space for candid, experience-based feedback, and relationship building in an intimate setting.

Since launch: 12 entrepreneurs have presented, including one who secured a \$6M Series A and another who closed a major government contract and received a distinguished regional business award.