

PROFILE

An award-winning, results-oriented marketing and communications professional with experience in all-inclusive marketing roles in large, competitive markets. Proven record of

ability to work in a supervisory role, independently, or as an integral part of a team, handling coinciding responsibilities with efficiency and reliability.

RELEVANT PROFESSIONAL EXPERIENCE

SHAW INDUSTRIES

Shaw Industries Digital Marketing Soft Surface Product Asset Manager - June 2025 - Present

- Managed several cross-departmental processes for launching new soft surface products, including web page development, content creation, and inventory data coordination
- Contributed to the creation of optimized Standard Operating Procedures (SOPs) for digital product asset management
- Developed engaging, customer-centric web pages and assets to drive growth and quality of earnings
- Streamlined communications processes between key stakeholders to ensure efficient project management
- Managed content and assets across a variety of programs and tools, including inventory systems, CMS, and DAM.
- Ensured quality of content and proper stakeholder representation by developing partnerships with product managers, marketing, creative, and internal IT

Shaw Floors Digital Marketing Project Management Lead - Stretch Role - Jan 2025 - June 2025

- Served as primary project lead for the development and optimization of website content for Shaw Industries' flagship brand Shaw Floors - launched May 2025
- Developed and managed key project management tools and workflows to ensure timely delivery of assets to the digital team
- Managed cross-functional coordination and alignment across all stages of content development to ensure brand voice and visual consistency, preservation of product roadmap priorities, and data-level accuracy

Shaw Sports Turf & Shawgrass Social Media & Creative Analyst 2022 - 2025

- Operated as an independent social media content producer, strategist, and analyst across all major social platforms
- Grew audience size and engagement rate by upwards of 1,700% YOY, increasing brand awareness and popularity
- Developed brand identities for several internal programs, helping create more cohesion across the brand portfolio
- Designed and deployed several pieces of marketing collateral for use in sales and tradeshow environments
- Managed online partnerships with major brands such as the College Football Playoff, MLB, NFL, and NCAA
- Served as video producer, writer, and coordinator for content used across social, websites, and sales environments

UNITED WAY OF GREATER CHATTANOOGA

Director of Marketing & Communications - 2021 - 2022

- Led a team of 3 direct reports in marketing and communications strategy development and execution
- Participated as a core member of a 10-year high-level strategic planning with President and C-Suite executives
- Developed a sponsorship strategy which generated more than \$500,000 in funds from key businesses such as TVA, EPB, and Volkswagen, and attracted new partnerships from the community
- Coordinated and implemented core brand augmentation, marketing and promotional strategy, history archival and digitization, and advertising plans related to the local chapter United Way Centennial celebration in 2022

NEXUSLA + LOUISIANA TECHNOLOGY PARK

Director of Marketing & Communications - 2016 - 2021

- Served as primary strategist for all marketing, communications, and public relations activities for a family of 4 organizations and several long-running programs and initiatives
- Provided marketing and communications consultation to startup clients seeking early stage guidance and optimization
- Independently developed a new identity system for the primary brand, designed to coordinated and align all entities within the family of organizations, including iconography, typography, primary logos, and various design elements which is still in use today

APPLICABLE SKILLSET

- Brand development + branding design
- B2B + B2C Marketing strategy
- Social media messaging + strategy
- Marketing + advertising analytics
- Digital, print, outdoor advertising strategy
- Copywriting
- Print design (Collateral, brand assets, merchandise)
- Website content + design management
- Audience segmentation + messaging strategy
- Content marketing strategy + development
- Public relations strategy + development
- Photo + video editing

EDUCATION

Bachelor of Arts in Communication Studies /
Louisiana State University

December 2014

SOFTWARE CAPABILITIES

- Graphic design (Adobe CC, Canva, Figma)
- Email marketing (Mailchimp, Constant Contact)
- Web builders (Webflow, Squarespace, Wordpress)
- Social scheduling (Buffer, Hootsuite)
- PR management (Cision, EIN Presswire)
- CRM (Hubspot, Salesforce)