

SKILLS

Team Leadership • Marketing Strategy • Process Management • SEO, SEM & GEO • Content Production • Web Design • Copywriting • SEO/SEM • Customer Experience • End-User Optimization • Data Visualization • UX/UI Design

EXPERIENCE

Marketing Specialist

Reliant Homes | December 2024 - Current

- **Modernized the company's marketing infrastructure** by introducing Meta Business Suite, Meta Pixel tracking, and a data-driven ad strategy—achieving consistent sub-\$0.30 CPC and growing in-house sales share by 12% through increased buyer funnel ownership.
- **Executed a full-site SEO overhaul**, elevating weekly web traffic from ~1,200 to over 9,000 users and significantly boosting organic and paid social visibility.
- **Launched targeted quarterly email campaigns** for agents and sales prospects, increasing open rates to 30–35% and generating follow-up-ready leads via contact-level reporting to sales teams.
- **Developed and automated lead-nurturing systems** within the CRM, including 20+ dynamic drip email and SMS sequences that adapt to buyer readiness and integrate accountability tracking for leadership oversight.
- **Introduced a self-guided home tour program** and implemented new digital workflows to improve the buyer experience and capture high-intent leads earlier in the process.
- **Advised executive leadership** on reallocating ad spend from traditional to digital channels—maximizing impact while maintaining overall budget efficiency.
- **Built scalable marketing processes** including ad reporting frameworks (GA4, Meta, and email analytics), internal training assets, and vendor integrations to enhance team performance and sales enablement.
- **Partnered directly with the President and Sales Manager** to guide the adoption of new marketing and sales technologies, shaping the company's growth strategy and improving agent accountability.

Senior Content Manager, Internal Communications

1st Franklin Financial Corporation | November 2022 - December 2024

- Revitalized the intranet user experience and content strategy, driving a 128% increase in unique views within 9 months to demonstrate its value as a key operational resource.
- Conceived and led a year-long wellness initiative with an 88% participation rate from 1,900+ employees, enhancing the employee experience at no cost to the company.
- Orchestrated multimedia content plans, crafted executive presentations, and managed a team of 7 to improve engagement across a decentralized network.

Director of Marketing

ClaimInformatics, Ltd. | March 2022 - September 2022

- Oversaw the web and content strategy for branding two divisions: legacy consulting and a new SaaS division centered around AI.
- Created scalable UI solutions and boosted market visibility through various channels with supporting marketing materials.
- Evaluated communication funnels and delivered data-driven recommendations for optimization.

Head of Marketing & Customer Experience

Kittle Homes | July 2019 - May 2022

- Redesigned the web experience to attract more qualified leads, leading to an 826% traffic spike in 14 days.
- Supervised a team of 4 multimedia specialists to refresh the website, social media content, and marketing materials under a new brand strategy.

EDUCATION

HubSpot Academy Certifications

- Content Marketing
- Digital Advertising
- SEO II
- Growth-Driven Design
- Inbound Marketing