

About

Understanding of how to be successful in digital marketing and prioritizing a holistic customer lifecycle. Diplomatic and assertive in dealing with people, enthusiastic, and hard-working.

Job Experience

- April 2022 - Present**
KERN - Dallas, TX Senior Account Executive
Serves as liaison between telecom clients and internal team members while understanding and interpreting client needs into actionable directions for internal agency teams and partners. Organizes cross-functional teams to address business and campaign needs while directly managing multiple client relationships. Supports clients with data-based strategies that put the customer's lifecycle at the center of their marketing. Supervises the team's balance of workload to prioritize action while upholding accuracy and excellence. Focused on the loyalty program, Hispanic marketing, and communications with base customers.
- April 2021 - April 2022**
KERN - Dallas, TX Account Executive
- Oct. 2019 - April 2021**
We Are Alexander - Plano, TX Account Executive
Responsible for daily contact between various agency departments and client accounts. Manages multiple client projects simultaneously while maintaining budgets and timelines. Provides input in developing strategic programs and drives brand planning for CPG clients.
- Oct. 2018 - Oct. 2019**
Plano Independent School District - Plano, TX Social Media and Community Engagement
Promoted and encouraged dialogue between Plano ISD and its stakeholders. Managed, wrote, oversaw, and executed strategic social media and community engagement initiatives.
- March 2018 - Oct. 2018**
Tandem Theory - Dallas, TX Brand Planner
Built multi-channel communications, produced original audience insights, wrote creative briefs, and collaborated with the creative team to deliver compelling, on-brand customer experiences while leveraging consumer insights. Participated in the agency's new business efforts with insights, strategic recommendations, and presentations.
- Jan. 2017 - March 2018**
Tandem Theory - Dallas, TX Brand + Influencer Marketing Manager
Managed all aspects of the Tandem Theory brand from concept to execution and acted as brand representative. Built, optimized, and maintained influencer programs for clients.
- Jan. 2017 - May 2017**
Tandem Theory - Dallas, TX Social Media Manager
Developed and executed a social media strategy specifically designed for the client and their customer. Created channel-agnostic digital brand guidelines and data-driven monthly social media outlines.

Education

University of Oklahoma - Norman, OK
Bachelor of Arts in Communication, May 2015
Coppell High School - Coppell, TX
June 2011

Community Involvement

(2021 - present) Children's Medical Center Dallas
Women's Auxiliary, member
(2015 - present) Scottish Rite Children's Hospital
Crayon Club, member
(2017 - present) Dallas Museum of Art, member
(2011 - 2015) Delta Delta Delta Fraternity, member

Other Experience

Tandem Theory - Dallas, TX Creative Coordinator, June 2015 - Dec. 2016
Six Flags - Arlington, TX Marketing Intern, May - July 2014
Neiman Marcus Group - Dallas, TX Photo Shoot Coordinator/Intern, May - July 2013
Michaels Stores Inc. - Irving, TX Marketing Intern, May - July 2012
Jon D. Williams Cotillions - Denver, CO Student Instructor for Coppell program, 2007 - 2011