



1421 Roper Mountain Rd. # 333  
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## Key Skills

iOS & Mac platforms  
Graphic Design, Social Media  
Marketing Facebook,  
Instagram, Twitter, TikTok,  
Video Design Development  
Event & Logistics Planning  
Adobe Creative Suite  
Web Design & Social Media  
Analytics, Canva, Final Cut  
Pro, MS Word, Outlook, Excel,  
Acrobat Professional, Adobe  
Reader, Salesforce

## Education

Masters Business Admin  
Entrepreneurship-Innovation  
SC State University  
Orangeburg, SC  
Spring 2022

Bachelors of Arts  
Theatre /Business Dual Degree  
SC State University  
Orangeburg, SC

## Affiliations

**Delta Sigma Theta, Inc.**  
South Atlantic Region Communication  
& Information Committee  
Regional Webmaster  
Greenville (SC)  
1st Vice President/Membership Chair  
**Actors Equity Association**  
**SCSUNAA Greenville Chapter**  
Membership Co-Chair  
**Up With People International**  
**Alumni Association**  
**MSC Scholarship Organization**  
Volunteer /Local Executive Director  
**NAACP Greenville**  
**Greenville County Historic**  
**Preservation Commissioner**  
**NCNW**  
SC State Mechanism/ MCPR Chair  
Greenville Section/2nd Vice President  
Charter Member/Treasurer  
**League of Women Voters**

## WORK EXPERIENCE

<b>Licensed Insurance Agent/ Marketing Representative</b> State Farm Bennon Agency Fountain Inn, SC	<b>2020- present</b>
<b>Corporate Communications Specialist</b> Draexlmaier LLC, Duncan, SC	<b>2019- 2020</b>
<b>Asset Management Marketing Specialist</b> CGF LLC, Greenville, SC	<b>2018-2019</b>
<b>Marketing Communications Project Manager</b> BMW Mobile Apps and Services, Greenville, SC	<b>2017-2018</b>
<b>Change Management Communications Intern</b> BMW Manufacturing LLC, Assembly, Greer, SC	<b>2017</b>
<b>International/Domestic Recruiting Intern</b> BMW Manufacturing LLC, Human Resources Greer, SC	<b>2016</b>
<b>Executive Producer/Associate Producer/Host</b> New Perspectives Media & WOCS 93.7 FM, Orangeburg, SC	<b>2015-2016</b>
<b>Graduate Assistant Program Coordinator</b> SC State University, School of Business, Orangeburg, SC	<b>2014-2016</b>
<b>Jazz Artist in Residence</b> Silver Spirit, Silver Sea Cruise Lines, Monte Carlo, Monaco	<b>2011-2014</b>
<b>Gallery Marketing Coordinator</b> Fisk University, Nashville, TN	<b>2009-2010</b>
<b>Featured Performer/Cast Manager</b> Palm Beach Casino Lines, West Palm Beach, FL	<b>2008-2009</b>
<b>Service Manager /Business Development Banker</b> Wachovia/Wells Fargo Bank, Las Vegas, NV	<b>2005-2007</b>
<b>Equity Performer &amp; Cast Liaison Manager</b> WDW/Disney Cruise Lines, Orlando & Ft. Lauderdale, FL	<b>1998-2004</b>

## Relevant Experience

### Marketing Representative

Bennon Agency, State Farm | Fountain Inn, SC | 2020  
Social Media Coordination via Hootsuite, Graphic Design, Develop, edit, create & produce  
Agency Promotional Videos, articles and Social media. Track & coordinate social media sales  
and outreach.

### Corporate Communications Specialist

Draexlmaier Automotive of America LLC | Duncan, SC | 2019-2020  
Responsible for internal and external communication throughout plant. Editor of the Weekly  
Newsletter, develop, edit, create and write articles for internal magazine and web content  
using TYPO3 in collaboration with department contributors, Manages Department RFQ,  
Shopping Cart and PO Process for Vendor Bids of billboards, signage, print material and event  
giveaways in SAP, Video Content for multiple communication outlets using Adobe Premiere  
and Clips, Manages social media using Newsroom/Dirico.

### Marketing Communications Project Manager

BMW Mobile Apps and Services | Greenville, SC | 2017-2018  
Developed 2018 Marketing Plan, Calendar & Video Model, Email Marketing Process, Website  
Graphics, CRM database managing over 260 process partners and develop, edit, create and  
write Newsletter content in collaboration with department contributors and email marketing  
templates for Shared Services Center Americas; Created name concept for BMW Group IT  
2018 IDEA Summit; & Support FG-AM-6 and FG-AM-63 Sprints as needed.

### Change Management Communications Intern

BMW Manufacturing, Assembly | Greer, SC | 2017  
TS-4 Workshop Landscape: Graphic Design, Conceptual, Presentation & Meeting  
Development and Implementation/ Photo Archive/ EFQM Data Tracking recognition program,  
Intranet Web Design and Maintenance, Create & support all Q-Promotion Videos (Updates,  
Scripts, location scouting, topics & development), Support with AK plant-wide communication