

Key Skills

iOS & Mac platforms
Graphic Design, Canva,
Photoshop, Ripl, Instagram,
Social Media Marketing,
Researcher, Facebook, Twitter,
Video Design Development,
Production & Editing
Event & Logistics Planning
Adobe Creative Suite
Web Design & Social Media
Analytics, Dirico, MS Word,
Outlook, Excel, Acrobat
Professional, Illustrator, NGEN,
Adobe Premier RUSH, Apple
Clips, TYPO3, Word Press &
InDesign

Education

Masters Business Admin
Entrepreneurship-Innovation
SC State University
Orangeburg, SC
May 2021

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

Affiliations

Delta Sigma Theta Sorority, Inc.
Greenville (SC) Alumnae Chapter
1st Vice President/Membership Chair
South Atlantic Regional Information
Communications Committee

Actors Equity Association
SCSUNAA Greenville Chapter
Membership Co-Chair

UWP International Alumni
Association

MSC Scholarship Organization
Volunteer /Local Executive Director

NAACP Greenville

NCNW Greenville Section
Charter Member/Treasurer

UFSC & NABJ

WORK EXPERIENCE

Corporate Communications Specialist

DAA Draexlmaier Automotive Americas LLC, Duncan, SC

Asset Management Marketing Specialist

CGF LLC, Greenville, SC

Marketing Communications Project Manager

BMW Mobile Apps and Services, Greenville, SC

Change Management Communications Intern

BMW Manufacturing LLC, Assembly, Greer, SC

International/Domestic Recruiting Intern

BMW Manufacturing LLC, Human Resources Greer, SC

Executive Producer/Associate Producer/Host

New Perspectives Media & WOCS 93.7 FM, Orangeburg, SC

Graduate Assistant Program Coordinator

SC State University, School of Business, Orangeburg, SC

Jazz Artist in Residence

Silver Spirit, Silver Sea Cruise Lines, Monte Carlo, Monaco

Executive Performer & Cast Liaison Manager

Frabjous Enterprises LLC/The CROWN Group, Greenville, SC

Gallery Marketing Coordinator

Fisk University, Nashville, TN

Featured Performer/Cast Manager

Palm Beach Casino Lines, West Palm Beach, FL

Service Manager /Business Development Banker

Wachovia/Wells Fargo Bank, Las Vegas, NV

2019- 2020

2018-2019

2017-2018

2017

2016

2015-2016

2014-2016

2011-2014

2010-present

2009-2010

2008-2009

2005-2007

Relevant Experience

Executive Director/CEO

Frabjous Enterprises LLC/The CROWN Group | Greenville, SC | 2010- present

Manages 13 subsidiary companies under the Frabjous Enterprises umbrella. Executive Producer of 11 local competition events for 200 plus attendees, Verified researcher and Editor in Chief for digital quarterly newsletter and biannual magazine "The Other 20%". Recruiting on local, state & national levels; Create & facilitate training & development seminars, speeches & press releases integrating titleholders & community service platforms electronic press kits and online content. Coordinates yearly schedule matrix for titleholder appearances. Raise scholarships and sponsorships in excess of \$35K.

Corporate Communications Specialist

Draexlmaier Automotive of America LLC | Duncan, SC | 2019-2020

Created Video Concept for Employee highlight Campaign, Assists in the handling of all aspects of internal media, research, writes & edits local/regional articles for inhouse publications. Editor of the Weekly Newsletter, develop, research, edit, create and write 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 RU, 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, reseaech, 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.

References

Sky Foster

Rico Snell

Hope Blackley Logan

Tyrone Gilmore

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