

Communications and Digital Marketing - New Orleans, LA

EXPERIENCE

2022-Present

DIGITAL MARKETING CONSULTANT- STAFFORD TILE AND STONE

Creating a calendar of strategic and compelling video and photo content for Meta platforms including targeted boosting

Producing monthly emails designed for integration with digital and print advertising goals

Photoshoots on client sites and in showrooms, graphic design in Canva as needed

Photography featured in New Orleans Homes Magazine

2021- 2025

COMMUNICATIONS MANAGER- CULTURE AID NOLA

Maintained all communications for the organization including social media, webpage, monthly newsletters, the development of programming proposal language and the design of the organization's annual report

Upheld and enforced brand standards and decorum through crisis communications and special events including campaigns for Give NOLA Day, Giving Tuesday, and other fundraisers and recruitment events as needed

Weekly on-site photography, videography and graphic design

2019-2020

GRANTS & SPECIAL PROJECTS MANAGER- NEW ORLEANS AREA HABITAT FOR HUMANITY

Developed and submitted grant proposals, crafted donation solicitation materials, copyedited Annual Report

Social media content creation with on-site photography and videography, light graphic design

Event planning and execution as needed including sponsorship solicitation for meals and event favors

Data entry and clerical work as needed

2018

BOOKSELLER- GARDEN DISTRICT BOOK SHOP

Hand-sold, special-ordered and organized inventory

Managed reordering, receiving, and shipping titles of daily while maintaining sales reports and monthly accounting reports

Set-up and broke-down special events, author hospitality and other tasks as needed

2021-Present

TREASURER / PROPERTY MANAGER- RIVERVIEW CONDO ASSOCIATION

Overseeing four-member condominium building board's financial goals

Scheduling maintenance, hiring contractors and remitting payments for shared services

Completing landscaping designs, lawn care, upgrades and maintenance as needed

SOCIAL MEDIA MANAGER- MUFFULETTA FESTIVAL & OAK STREET PO-BOY FESTIVAL

Created all social content promoting the 12th Annual Po-Boy Fest and the 2018 Muffuletta Festival over the three months leading up to each event

Photographed events and assisted in execution as needed

SUMMER INTERN- ELLIE RAND PUBLIC RELATIONS

Drafted press releases, placed photos for publication for clients including New Orleans Area Habitat for Humanity, the Mid-City Bayou Boogaloo and Vicky Evans Events

Followed up with media outlets to ensure coverage, completed personal assistant duties as needed

EDUCATION B.A. JOURNALISM/ENGLISH

Summa Cum Laude

University of Mississippi

Ole Miss Women's Council Scholar

Taylor Medalist | 4 Year Chancellor's Honor Roll

Staff Writer- The Daily Mississippian

Bookseller- Square Books

Archival Assistant- U of M Library Department of Archives and Special Collections

Intern- Delta Jewels Support Foundation