

*A results-oriented strategist and marketing creative adept at messaging to unique audiences.*

## EDUCATION

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### Masters of Business Administration

Oklahoma State University, Expected Graduation: Dec 2022

### BA Journalism / Advertising

University of Oklahoma, Aug '13 - May '17 | 4.0 GPA

Oklahoma State Regents, Robert Frederick Glaves, Scholastic Journalism Programs

## SKILLS

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Layout & Graphic Design

Copywriting

Inbound Content Marketing

Market Research

Media Planning

Project Management

Organizational Networking

## EXPERIENCE

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Valiant Artificial  
Lift Solutions  
Oil & Gas

Marketing Supervisor | May 2021 - Present

- *Crafted and executed integrated marketing campaigns in partnership with Product Line, Engineering, and Sales, corresponding to a 70% increase in orders for horizontal pumping equipment in a 6-month period*
- *Informed executive decision-making through reporting on global market trends, business risk, and market sizing using third-party and internal databases and publicly available company information*
- *Directed activities of the marketing department, delegating work assignments for the Marketing Specialist to deliver projects within budget and deadline*

Marketing Services Coordinator | July 2019 - May 2021

- *Designed social media campaigns on zero-based budget resulting in 78 new LinkedIn followers per month for 10 months*
- *Authored and published 9 technology-focused articles appearing in American Oil & Gas Reporter, Hart's E&P, Oilfield Technology, and EIA Magazine for the University of Oklahoma*
- *Supervised candidate selection, onboarding, and goal-setting for a 6-month Marketing Intern*

Marketing Communications Specialist | Sept 2017 - July 2019

- *Increased website traffic 20% over 6 months with \$0 ad spend by driving user engagement through social media and content marketing*

IgY Nutrition  
Health Foods

Marketing Communications Specialist | Jun 2015 - Jun 2017

- *Generated brand awareness for a new B2B health product through print advertisements published in Natural Products Insider and Wholefoods Magazine, resulting in 4 new customers and 25 new leads*
- *Redesigned and managed company website and facilitated hand-off of company assets*
- *Created marketing materials, booth displays, promotional items, advertisements and press releases*

## COMMUNITY

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Susan G. Komen Race for the Cure  
Company Organizer, 2019-Present

Positive Tomorrows, Merry Market  
Assistant Shopper, 2019

## TOOLS

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Google Analytics

Wordpress

Metigy (Content Management)

Mailchimp

Adobe Creative Cloud

Microsoft Office

## VALUES

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Authenticity

Integrity

Perseverance

Quality

Stewardship