

WILL GROW BUSINESS WITH EXISTING CLIENTS

I am a talented marketing professional offering creativity and proficiency in **creative writing, graphic design, formation of strategy**, as well as **concept execution**. I am experienced in branding and selecting target markets and directing promotional materials to those targets. I am most skilled in **email campaigns** for both new lead and long-term nurture, **social media advertising**, and **operation of CRM systems**. I am versed in all aspects of marketing campaigns from concept development to execution and launch.

PERSONAL SKILLS

- Excellent Work Ethic and Solid Integrity
- Interpersonal Sales and Relationship-Building Skills
- Articulate Public Speaker
- Positive and High Energy
- Both a Team-Player and Self-Starter
- Fast Learner: Both Conceptual and Technical
- Personable, Positive, and Energetic
- Hungry for Personal Growth and Career Development

TECHNICAL SKILLS

- Infusionsoft*
- Calendly*
- Zapier*
- Wordpress*
- Adobe Acrobat*
- iMovie*
- GoDaddy++
- Typeform*
- LinkedIn Marketing and Biz Dev*
- Teamwork Project Management*
- Visme Graphic Design*
- Visual Composer*
- Thrive Architect*
- Sales Copywriting*
- Email Marketing*
- cPanel Hosting++
- Opt-In Monster*
- FixYourFunnel*
- Adobe Photoshop++
- CSS/HTML++
- Microsoft Office – Word, PowerPoint, Excel, Outlook*
- SPSS & Qualtrics†
- G-Suite – Gmail, Google Docs/Sheets/Slides/Calendar*
- Facebook Power Editor & Ads Manager†

† - Novice ++ - Proficient * - Expert

WORK HISTORY

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|---------------------------|---|---------------------------|--|
| 11/2016 to Current | CEO/Founder, Website Designer
Sophie Shoultts, LLC – Gainesville, GA | 11/2015 to 5/2016 | Contemporary Worship Director
Petal UMC* – Hattiesburg, MS |
| 08/2016 to Current | Contemporary Worship Director
First Presbyterian Church – Gainesville, GA | 09/2014 to 11/2015 | Worship Intern
Heritage UMC* – Hattiesburg, MS |
| 06/2016 to Current | Marketing and Promotions Coordinator
Digital Business Architect – Gainesville, GA | 01/2013 to 05/2016 | Youth Intern
Parkway Heights UMC* – Hattiesburg, MS |

*UMC – United Methodist Church

HOW I DID IT

WEB DESIGN & CONTENT CREATION – SOPHIE SHOULTS, LLC

- One-on-one communication with business owners and their staff
- Strengthening skills in web layout, graphic design, CSS/HTML, & Wordpress
- Formulation of marketing strategy behind calls to action and sales copy on websites integrated with the client’s CRM
- Technical skill behind starting my own LLC – recording all banking and finances, filing of taxes and other legal paperwork, etc.

CONTEMPORARY WORSHIP DIRECTOR – FIRST PRESBYTERIAN CHURCH

- Sharpening leadership skills – hiring and firing as well as leading rehearsals
- Public speaking and comfortability in front of crowds, as well as personability one-on-one with congregation members
- Interpersonal communications and coordinating with other staff members to collaborate in specific events and services
- Attending monthly budget meetings with church staff, & the ability to give a full report of expenses from the music department

MARKETING AND PROMOTIONS COORDINATOR – DIGITAL BUSINESS ARCHITECT

- Developed marketing campaigns in Infusionsoft – from strategy and concept planning to copywriting and publishing
- Business development skills strengthened in cross-country conferences and seminars such as Infusionsoft’s ICON event
- Creation and syndication of marketing materials such as reports and guides, infographics, video editing and production, and more
- Fostering the love for client relations and customer service and making life easier and simpler for them and their staff members

EDUCATION

2016 BSBA: Marketing & Professional Selling Certificate
The University of Southern Mississippi – Hattiesburg, MS

- } President’s and Dean’s List 2012-2016
- } Awarded Vocal Performance Scholarship
- } Awarded Academic Excellence Scholarship

2012 High School Diploma
Pascagoula High School – Pascagoula, MS

- } Highest Honor Graduate
- } Top 10% of PHS 2012 Graduating Class