

PROFESSIONAL SUMMARY

Marketing professional with hands on experience in the creation and implementation of innovative marketing strategies and brand management and development. Creative thinker focused on maintaining brand integrity while having fun and getting results.

SKILLS

// PROFESSIONAL

- Process Improvement
- Adaptability
- Project Planning
- Improving Efficiency
- Reducing Costs
- Deadline Driven
- Resource Management
- Leadership
- Accountability
- Conflict Resolution

// TECHNICAL

- Microsoft Office Suite
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Social Media Marketing
- Website Development
- Meta Business / Ads Manager

WORK EXPERIENCE

DIRECTOR OF CLIENT SERVICES AND OPERATIONS

Tony Fay PR | Dallas, TX | June 2024 - Present

- Acted as lead project manager for the United Way of Metropolitan Dallas Centennial Celebration, overseeing a food & wine festival, stadium concert at the Cotton Bowl, and VIP dinner
- Oversee all event logistics, budget management, partner engagement, talent booking, and media strategy to ensure seamless execution
- Manage high-profile sports, philanthropic, and entertainment-driven accounts, with partners like Dallas Stars, Florida Citrus Sports, FIFA World Cup, The American Rodeo, and Cotton Bowl Goodyear Classic
- Develop and execute media relations and strategic storytelling initiatives, securing press coverage and amplifying brand messaging
- Drive corporate and brand partnerships, working with organizations such as PepsiCo, Kellanova, MLB, and the NFL to integrate sponsorships, activations, and community engagement

SR. MANAGER OF PUBLIC RELATIONS & CONTENT STRATEGY

Visit Fort Worth | Fort Worth, TX | Feb 2022 - June 2024

- Positioned Fort Worth as a premier consumer destination through innovative brand storytelling and targeted public relations campaigns
- Orchestrated a comprehensive media relations strategy, coordinating with global media agencies and managing a dynamic team of creatives to showcase the city's unique narrative
- Led the content team and digital strategy, culminating in an exponential increase in digital presence with a 176% growth in audience, a 120% surge in user engagement, and an impressive 1600% increase in video views
- Amplified brand visibility by successfully managing national brand partnerships and spearheading media influencer projects, leading to a 120% rise in overall impressions
- Served as a brand ambassador and media spokesperson, representing Fort Worth on global media missions and at various field marketing activations
- Secured high-profile placed stories and features in leading publications, including Travel+Leisure, Forbes, Condé Nast Traveler, The Times UK, Garden & Gun, Southern Living, Texas Monthly, and Vogue
- Led the development and launch of a new visitor-focused website, including an aerial tour, AI chatbot, and user-friendly interface

EDUCATION

BACHELOR OF ARTS COMMUNICATION

Minor in Marketing
University of Texas Permian Basin

REFERENCES

Shanda Cartwright
Fort Worth Convention Center
719.244.4498
scpettibone@gmail.com

Denise Zavitson
Cingle Records
615.925.0291
denise.zavitson@gmail.com

Mitch Whitten
Visit Fort Worth
817.698.7841
MitchWhitten@FortWorth.com

ADDITIONAL EXPERIENCE

Marketing Manager / Social Media Manager

Cingle Records | Nashville, TN |
Jan 2015 – Jan 2016

Administrative Assistant / Social Media Coordinator

CEU / INNERVISIONS | Oklahoma
City, OK | Jan 2012 – Sept 2014

WORK EXPERIENCE

DIRECTOR OF MARKETING

Billy Bob's Texas | Fort Worth, TX | July 2017 – Feb 2022

Creative Director (January 2020 – January 2021)
Director of Marketing Communications (January 2018 – January 2020)
Marketing Coordinator (July 2017 – January 2018)

- Led all marketing, advertising, and branding efforts. Leading the marketing team, managing a \$700K annual marketing budget and executing multi-platform campaigns across social, digital, radio, outdoor, and in-venue channels
- Grew social media presence by 200% and generated over \$500K in revenue through digital marketing strategies
- Directed and produced philanthropic streaming events, raising \$75K+ for local and state-wide organizations during the pandemic
- Conceptualized and led a multi-faceted 40th Anniversary campaign, including a coffee table book, year-long merchandising strategy, and large-format venue art installations
- Served as venue spokesperson, overseeing all public relations, media interviews, crisis communications, and press releases
- Developed and implemented a new consumer-friendly website, improving guest experience and conversion rates
- Strengthened corporate sponsorships and brand partnerships, deepening engagement and increasing activation opportunities
- Created and managed sales-driven content that directly increased revenue across Private Events, Culinary, and Ticketing

DIGITAL MARKETING MANAGER

Dickson Productions | Austin, TX | June 2016 – July 2017

- Managed all digital marketing for The MusicFest at Steamboat by updating brand guidelines, creating, and executing detailed content calendars to maximize audience engagement
- Managed various marketing projects including online merchandising, mobile app management, and on-site festival media management
- Handled graphic design for multiple aspects of the brand including TheMusicFest.com, The MusicFest Magazine, and all festival promotions (Print and Digital)

FREELANCE MARKETING

Self-Employed | Dec 2015 - Present

- Developed and executed marketing strategies to promote artists and brands through social media, graphic design, merchandise management, and consulting
- Clients include: Koe Wetzell, Wade Bowen, Sam Riggs, Texas Rodeo Cowboy Hall of Fame, Texas Trail of Fame, Texas Music Takeover, Dolly Shine, JEVERSON, and more