

I am a creative professional with over 11 years of expertise in all aspects of successful marketing, advertising, public relations, event planning, and management. I believe in thinking outside, AND inside the box. Because sometimes you aren't given the whole box of crayons. True creativity means exercising resourcefulness to create an even greater result, using just a few colors. I strive to find unique ways to market a product, event or brand, but more importantly to make it memorable. I excel in managing multiple projects concurrently with strong detail, problem solving with detailed follow-through capabilities. Demonstrated ability to manage and motivate cohesive teams that achieve results, source vendors, negotiate contracts and manage budgets. I have superb written communications, interpersonal and organizational skills.



CONTACT

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EXPERIENCE

Belles Creative | May 2015 - Present

*Creative Director / Partner
Charlotte, N.C., Durham N.C. & Asheville, N.C.*



- Developed a team of design and marketing communications personnel for national and regional brands.
- Crafted viral campaigns across several digital and print platforms that made local, national and international news.
- Managed several social media accounts as well as creating and implementing social media campaigns for clients
- Created several digital video campaigns and directed regional and national commercials.
- Developed dozens of websites from start to finish fully equipped with SEO optimization. We handled everything from copywriting, design and development.
- Helped create, market & plan several community events in the Charlotte metro area. Bartenders Ball, South End Wine Fest, Beer Fest, Wine & Tapas Week.
- Managed company budgets & developed marketing budgets for several clients.
- Online reputation management
- Developed corporate training material to include training videos.

Cohort Creative | Oct. 2010 - June 2013 & Jan. 2014 - Present

*Digital Marketing Strategist & Current Digital Consultant
Asheville, N.C. & Miami, F.L.*



- Developed several websites from start to finish.
- Implemented and developed email campaigns for clients
- Created social media campaigns for national clients
- Directed and created online video advertisements for National clients.
- SEO and Google Ad word management for multiple clients
- Created several digital design pieces
- Created client budget proposals & yearly marketing plans.
- Prepared reports on all digital campaigns with extensive reporting of performance to include analytics.
- Copywriting
- Public Relations

EDUCATION

• 2009 University of North Texas

B.A. General Degree Plan with a concentration in Archeology, minor in Marketing

• Graduate A.C. Reynolds High School, Asheville N.C. 2004

ZWO BeTalkable.com | May 2013 - Jan. 2014

*Digital Marketing Manager
Greenville, S.C. & Laguna Beach, C.A.*



- Developed email and social campaigns for several national and international brands to include: DreamWorks, Jenny Craig, Campus Crest, The Game Apparel, & Salt Life. I lead the creative team and built the digital department from the ground up.
- Created viral social campaigns to market to Millennial college students on a national Level.
- Established digital brand identity & marketing policies to ensure transparency for the creative team & clients.
- Designed and developed several websites for multiple clients.
- Managed large client spending budgets
- Helped organize and develop CRM systems for clients.
- Copywriting

Target Inc. | Jan. 2009 - Oct. 2010

*Freelance Part-time Assistant Product Marketing Stylist
Minneapolis, M.N.*



- Assisted head stylist on national commercial shoots
- Assisted in designing home decor campaigns for photo shoots and national commercials.
- Managed buying budget for production.
- Assured accurate records were kept for accounting.

Freelance Millennial Social Media Marketing Consultant May 2009 - October 2010

Minneapolis, Chicago, New York City, Brisbane, AU.



- This was a time I became 100% self taught and efficient in Adobe Creative Suite, web development and social media marketing.
- I had the opportunity during this time and in the middle of a recession to intern and freelance under creative industry leaders.
- I taught myself everything from design to coding and worked on several projects for free to gain industry experience. I was determined to learn everything I could to make myself valuable to any organization I joined.

CORE QUALIFICATIONS



Adobe Creative Suite



Wordpress



All Social Media Platforms



Google Analytics



Final Cut Pro & Adobe Premier



Public Relations



SEO



Efficient in Microsoft Office



Creative Direction & Design



Excellent Copywriting Skills



Event Planning & Promotion



Branding



Video Production & Direction