

# Mallory Tilson

Digital Portfolio: [www.mallorytilson.com](http://www.mallorytilson.com)  
222 Vega Rd, Meansville, GA 31066  
tilsonmallory@gmail.com 678-580-8077  
<https://www.linkedin.com/in/mallorytilson/>

## Education

<b>Georgia Southern University</b> <i>Bachelor of Business Administration</i> <i>Major in Marketing, Emphasis in Sales/Sales Management, Minor in Management</i>	<b>Statesboro, Georgia</b>	<b>May 2022</b> <b>GPA 3.58/4.0</b>
<b>Pike County High School</b> <i>Honor Grad</i>	<b>Zebulon, Georgia</b>	<b>May 2018</b> <b>GPA 4.02/4.0</b>

### Honors

Graduated cum laude	<b>May 2022</b>
HOPE Scholarship	<b>Aug. 2018-Present</b>
President's List	<b>Spring 2021, Fall 2021</b>
Dean's List	<b>Fall 2018, Fall 2019, Spring 2020, Fall 2020</b>

## Work Experience

<b>Dickey Farms</b> <i>Digital Marketing Specialist</i>	<b>Musella, Georgia</b>	<b>June 2022 - Current</b>
<ul style="list-style-type: none"><li>Managed social media channels (TikTok, Instagram, &amp; Facebook) with approx. 50% follower growth</li><li>Created and managed a social media weekly content calendar</li><li>Filmed, edited, and posted all TikTok content, resulting in organic growth in followers</li><li>Designed 60+ digital and print advertisements for 12+ different magazines, websites, and Google Ads</li><li>Planned and promoted several successful events hosted by the farm</li><li>Created graphics, emails, social media posts, advertisements, and promotional materials for all events</li><li>Coordinated with vendors for events, with constant communication and day-of management</li><li>Designed over 150 product packaging labels</li><li>Collaborated and designed custom merchandise (T-Shirts, Tumblers, Mugs, Keychains, Hats, etc.)</li><li>Created monthly email newsletters to 20,000+ recipients with newly added contacts weekly, high open rates, and proven sales from each email</li><li>Contributed to the decision for placement and design of billboards in the region</li><li>Managed scheduling of events, group tours of the facility, field trips, festivals, and seasonal activities</li><li>Scheduled and coordinated multiple seasons of field trips with local schools</li><li>Daily customer service tasks: answering office phones, solving customer inquiries, and consistent communication over email</li></ul>		
<b>ONE Swim</b> <i>Marketing Director</i>		

<b>ONE Swim</b> <i>Marketing Director</i>	<b>Meansville, Georgia / Remote</b>	<b>Aug. 2014 - June 2022</b>
<ul style="list-style-type: none"><li>Designed/Published 100+ ads on different platforms (print, digital, PPC, social media, etc.) with major magazines (SwimSwam and Swimming World)</li><li>Online advertisement programs, such as Google Ads</li><li>Point of Purchase packaging design</li><li>Create plans and layouts for email newsletters and promotions in various formats</li><li>Member of the design team to create trade show booths</li><li>Created and posted to several social media platforms (Instagram, Facebook, &amp; Twitter)</li><li>Coordinated with distributors to sell products through their website (SwimOutlet)</li><li>Photographed all products (studio, lifestyle, and underwater)</li></ul>		

<b>GSU - Division of Continuing Education</b> <i>Paid Marketing Intern</i>	<b>Statesboro, Georgia</b>	<b>Jan. 2021 - June 2022</b>
<ul style="list-style-type: none"><li>Lead the marketing strategy for a division-wide rebrand</li><li>Accumulated contact lists for e-blasts, newsletter, and course information</li></ul>		

- Built website pages for conferences and events
- Developed social media strategies to increase engagement and follow counts
- Events coordination and scheduling for fundraisers, company meetings, and community events

<b>Schnell Percussion</b> <i>Marketing Director</i>	<b>Meansville, Georgia</b>	<b>June 2016 – June 2019</b>
• Member of the design team to create trade show booths and promotional materials		
• Point of Purchase packaging designs		
• Designed and created annual catalog		
• Published print ads with Music Trades and Music Inc. Magazines		
• Illustrated graphics, gifs, instruction inserts, and all product photography		
<b>Snell Scientifics, LLC.</b> <i>Marketing Consultant</i>	<b>Meansville, Georgia</b>	<b>Jan. 2018 - Mar. 2018</b>
• Published a half page print ad with International Pest Control		
• Photographed lab testing materials		

## Leadership Experience

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<b>Georgia Southern Swim Club</b>	<b>Coach</b>	<b>Aug. 2019 - May 2022</b>
	• Create all practice workout sets and meet training practices	
	• Specialized technique training sessions	
<b>President / Vice President</b>		<b>Mar. 2020 - May 2022</b>
	• Organized all events: team bonding, tabling for recruitment, fundraisers, etc.	
	• Managed team to ensure Club Sports points requirement is satisfied and met	
	• Coordinate details for travel meets: meet entries, hotel booking, travel itinerary and budgeting	

## Certifications

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Google Analytics Qualification	2021-2022
Google Ads Search and Measurement	2021-2022
Social Media Certified	2021-2023
Content Marketing	2020-2023
Inbound Marketing	2020-2023
Digital Marketing	2021-2022
Google SEO Fundamentals	2017
Introduction to Google SEO	2017
Advanced Content and Social Tactics to Optimize SEO	2017
Optimizing a Website for Google Search	2017

## Skills

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Product Development	
Brand Development (Logo Design, Mission Statements, Brand Voice, etc.)	
Website Development (Wordpress & Shopify Online Store)	
Extensive HTML Experience	
Event Planning, Management, & Promotion	
Print & Digital Advertisement	
Email Newsletter Planning & Design (Hubspot, MailChimp, & Survey Monkey)	
Digital Marketing	
Proficient in Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, CapCut, & Canva Pro	
Skillful in Microsoft Office Word, Excel, and PowerPoint	
Direct Selling	
Google Ads – 2 years	
Photography: Studio, Lifestyle, Underwater	
Customer Service	
User-Generated Content Creation (Direct to Brands & TikTok posts [TikTok: @girlonherownpathugc])	