

# Mallory Tilson

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## Education

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<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>
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<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>
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### Honors

Graduated cum laude  
HOPE Scholarship  
President's List  
Dean's List

**May 2022**  
**Aug. 2018-Present**  
**Spring 2021, Fall 2021**  
**Fall 2018, Fall 2019, Spring 2020, Fall 2020**

## Work Experience

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<b>Dickey Farms</b> <b><i>Digital Marketing Specialist</i></b>	<b>Musella, Georgia</b>	<b>June 2022 - Current</b>
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- Managed social media channels (TikTok, Instagram, & Facebook) with approx. 50% follower growth
- Created and managed a social media weekly content calendar
- Filmed, edited, and posted all TikTok content, resulting in organic growth in followers
- Designed 60+ digital and print advertisements for 12+ different magazines, websites, and Google Ads
- Planned and promoted several successful events hosted by the farm
- Created graphics, emails, social media posts, advertisements, and promotional materials for all events
- Coordinated with vendors for events, with constant communication and day-of management
- Designed over 150 product packaging labels
- Collaborated and designed custom merchandise (T-Shirts, Tumblers, Mugs, Keychains, Hats, etc.)
- Created monthly email newsletters to 20,000+ recipients with newly added contacts weekly, high open rates, and proven sales from each email
- Contributed to the decision for placement and design of billboards in the region
- Managed scheduling of events, group tours of the facility, field trips, festivals, and seasonal activities
- Scheduled and coordinated multiple seasons of field trips with local schools
- Daily customer service tasks: answering office phones, solving customer inquiries, and consistent communication over email

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<b>ONE Swim</b> <b><i>Marketing Director</i></b>	<b>Meansville, Georgia / Remote</b>	<b>Aug. 2014 - June 2022</b>
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- Designed/Published 100+ ads on different platforms (print, digital, PPC, social media, etc.) with major magazines (SwimSwam and Swimming World)
- Online advertisement programs, such as Google Ads
- Point of Purchase packaging design
- Create plans and layouts for email newsletters and promotions in various formats
- Member of the design team to create trade show booths
- Created and posted to several social media platforms (Instagram, Facebook, & Twitter)
- Coordinated with distributors to sell products through their website (SwimOutlet)
- Photographed all products (studio, lifestyle, and underwater)

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<b>GSU - Division of Continuing Education</b> <b><i>Paid Marketing Intern</i></b>	<b>Statesboro, Georgia</b>	<b>Jan. 2021 - June 2022</b>
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- Lead the marketing strategy for a division-wide rebrand
- Accumulated contact lists for e-blasts, newsletter, and course information

- 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

## **Schnell Percussion**

**Meansville, Georgia**

**June 2016 – June 2019**

### ***Marketing Director***

- 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

## **Snell Scientifics, LLC.**

**Meansville, Georgia**

**Jan. 2018 - Mar. 2018**

### ***Marketing Consultant***

- Published a half page print ad with International Pest Control
- Photographed lab testing materials

## **Leadership Experience**

### **Georgia Southern Swim Club**

#### *Coach*

**Aug. 2019 - May 2022**

- Create all practice workout sets and meet training practices
- Specialized technique training sessions

#### *President / Vice President*

**Mar. 2020 - May 2022**

- 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**

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**

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: @gironherownpathugc])