

Mallory Tilson

Digital Portfolio: www.mallorytilson.com
Macon, GA 31210
tilsonmallory@gmail.com 678-580-8077
<https://www.linkedin.com/in/mallorytilson/>

Education

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

Honors

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

Work Experience

Dickey Farms Digital Marketing Specialist	Musella, Georgia	June 2022 - Current
<ul style="list-style-type: none">Managed social media channels (TikTok, Instagram, & Facebook) with approx. 50% follower growthCreated and managed a social media weekly content calendarFilmed, edited, and posted all TikTok content, resulting in organic growth in followersDesigned 100+ digital and print advertisements for 12+ different magazines, websites, and Google AdsPlanned and promoted several successful events and festivals hosted by the farm, beginning to endCreated graphics, emails, social media posts, advertisements, and promotional materials for all eventsCoordinated with vendors for events, including constant communication and day-of managementDesigned over 150 product packaging labelsCollaborated and designed custom merchandise (T-Shirts, Tumblers, Mugs, Keychains, Hats, etc.)Created monthly email newsletters to 40,000+ recipients with newly added contacts weekly, high open rates, and proven sales from each emailContributed to the decision for placement and design of billboards in the regionManaged scheduling of events, group tours of the facility, field trips, festivals, and seasonal activitiesScheduled and coordinated multiple seasons of field trips with local schoolsDaily customer service tasks: answering office phones, solving customer inquiries, and consistent communication over email		
ONE Swim Marketing Director		

ONE Swim Marketing Director	Meansville, Georgia / Remote	Aug. 2014 - June 2022
<ul style="list-style-type: none">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 AdsPoint of Purchase packaging designCreate plans and layouts for email newsletters and promotions in various formatsMember of the design team to create trade show boothsCreated 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)		

GSU - Division of Continuing Education Paid Marketing Intern	Statesboro, Georgia	Jan. 2021 - June 2022
<ul style="list-style-type: none">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

Marketing Director

Meansville, Georgia

June 2016 – June 2019

- 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: @girlonherownpathugc])