

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	Statesboro, Georgia	May 2022
<i>Bachelor of Business Administration</i>		GPA 3.58/4.0
<i>Major in Marketing, Emphasis in Sales/Sales Management, Minor in Management</i>		

Pike County High School	Zebulon, Georgia	May 2018
<i>Honor Grad</i>		GPA 4.02/4.0

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

Dickey Farms	Musella, Georgia	June 2022 - Current
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Digital Marketing Specialist

- 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 100+ digital and print advertisements for 12+ different magazines, websites, and Google Ads
- Planned and promoted several successful events and festivals hosted by the farm, beginning to end
- Created graphics, emails, social media posts, advertisements, and promotional materials for all events
- Coordinated with vendors for events, including 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 40,000+ 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

ONE Swim	Meansville, Georgia / Remote	Aug. 2014 - June 2022
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Marketing Director

- 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)

GSU - Division of Continuing Education	Statesboro, Georgia	Jan. 2021 - June 2022
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Paid Marketing Intern

- 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, gifts, 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])