

Mallory Tilson

[Digital Portfolio](#)

Professional Website: 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

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 <i>Digital Marketing Specialist</i>	Musella, Georgia	June 2022 - Current
---	-------------------------	----------------------------

- 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
- Fully planned and promoted events hosted by the farm
- Designed graphics, email newsletters, social media posts, advertisements, product labels, and promotional materials for all events, promotions, informational materials, and more
- Collaborated and designed custom merchandise (T-Shirts, Tumblers, Mugs, Keychains, Hats, etc.)

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

- Designed 100+ ads on different platforms (print, digital, PPC, Google Ads, social media, etc.), and published with major magazines (SwimSwam and Swimming World)
- Online advertisement programs, such as Google Ads
- Created email newsletters, display booth materials, product packaging, and all promotional materials
- Lead a strategy to wholesale products to distributors, such as SwimOutlet
- Photographed all products (studio, lifestyle, and underwater)

GSU - Division of Continuing Education <i>Paid Marketing Intern</i>	Statesboro, Georgia	Jan. 2022 - June 2022
--	----------------------------	------------------------------

- Lead the marketing strategy for a division-wide rebrand
- Accumulated contact lists for e-blasts, newsletter, and course information
- Developed website and social media strategies to increase engagement and brand awareness
- Events coordination and scheduling for fundraisers, company meetings, and community events

Schnell Percussion <i>Marketing Director</i>	Meansville, Georgia	June 2016 – June 2019
---	----------------------------	------------------------------

- Member of the design team to create trade show booths and promotional materials
- Designed product packaging, annual catalogs, and published print advertisements 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

- Consulted on a print advertisement for International Pest Control Magazine
- Photographed lab testing materials

Leadership Experience

Georgia Southern Swim Club

Coach

Aug. 2019 - May 2022

- Created all practice workout sets, meet training practices, and 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])