

## SUMMARY

Marketing and social media specialist with hands-on experience in retail, food service, education, and B2C environments. I enjoy creating content that feels genuine, strengthens community connection, and helps brands show who they are. My background in writing and communication shapes the way I approach strategy: thoughtful, clear, and grounded in real audience behavior. I'm always looking to learn something new, take on challenges, and contribute to work that makes an impact.

## PROFESSIONAL EXPERIENCE

### Social Media & Brand Ambassador

ModWash LLC | July 2025 – January 2026

- Managed content creation, scheduling, and daily engagement across Instagram, Facebook, TikTok, and LinkedIn, including monitoring comments, messages, and follower activity. Coordinated guest communication with the Guest Care team to ensure timely and accurate responses.
- Supported planning and execution of Grand Openings across multiple states. Responsibilities included creating event PR through Meta, writing and distributing press releases to local and national outlets, developing community partnerships, and coordinating social posts for the entirety of the campaign.
- Led Meta Ads campaigns in Q4 that generated over \$70K in profit, in addition to driving more than 1,000 new monthly memberships. Campaigns were optimized frequently based on weather, region, and seasonal trends.
- Achieved significant growth in social performance: 255% increase in engagement and 3,000% increase in page views compared to the previous year.

### 6<sup>th</sup> Grade ELA/Social Studies Teacher

Maury County School District | August 2024 – June 2025

- Taught 140+ students each day across seven class periods and helped supervise more than 500 students during morning and afternoon duties.
- Served as homeroom teacher for 30+ students, including nine English Language Learners (ELLs), and handled all parent communication, testing coordination, and documentation.
- Used advanced Spanish skills to support ELL students academically and linguistically. Co-taught ELA with the ELL specialist, taught Social Studies independently, and provided translation for teachers, administrators, and IEP meetings.
- Planned lessons aligned with Tennessee state standards and worked with the 6th-grade ELA and Social Studies teams to review data and adjust instruction.

## **K-12 Substitute Teacher**

Giles County School District | August 2023 – June 2024

- Took on frequent assignments across grades K–12, often with little notice, managing classrooms of 30–120+ students.
- Adapted quickly to different teaching styles, student needs, and classroom environments; provided experience that strengthened my communication, leadership, and problem-solving skills.
- Adapted with lesson plans, maintained structure, and ensured student safety while supporting both short-term and long-term instructional needs.

## **CORE SKILLS**

Social Campaign Planning • Content Optimization • Community Engagement • Brand Development • CRM Use • Crisis Alert • Multitasking • Spanish Speaker • Strong Written & Verbal Communication • Professional Writing

## **TECHNICAL SKILLS**

Major social platforms • Meta Business Suite • Shout About Us • Canva • Beginner Adobe Suite • Asana • Microsoft Office • Google Business • Windows & Mac OS

## **EDUCATION**

Bachelor of Arts in English- University of Tennessee Southern

## **REFERENCES**

Trenton Dierkes | Director of Marketing, ModWash | [\(618\) 925-5967](tel:(618)925-5967)

Lindsey Meister | Creative Director, ModWash | [\(847\) 942-7265](tel:(847)942-7265)

Chris Miller | Marketing Manager, ModWash | [\(865\) 696-6073](tel:(865)696-6073)

Briana Campbell | 6<sup>th</sup> Grade Team Lead, Spring Hill Middle School | [\(931\) 505-0833](tel:(931)505-0833)

Mace Crye | Former Employer (2021-2024), Owner of Second Street Coffee House Pulaski, TN | [\(202\) 500-2476](tel:(202)500-2476)