

Marketing & Project Management Leader

Dynamic project management and marketing lead expert with a passion for driving growth, optimizing strategies, and delivering impactful results within the allotted budget in a timely manner. Adept at leading multi-disciplinary teams, executing high-level marketing initiatives, and managing projects from concept to completion. Skilled in developing data-driven marketing strategies, enhancing customer engagement, and streamlining workflows to maximize efficiency. Strong communicator with collaborative mindset, dedicated to mentoring teams, fostering innovation, and driving continuous improvement. Committed to lifelong learning and staying ahead of industry trends to create meaningful, result-oriented marketing solutions.

Areas of Expertise

- Project Management
- Marketing Strategy
- Time Management
- Contracts
- Problem Solving
- Brand Development
- Community Engagement
- Website Development
- SEO
- CRM
- Digital Trends Research
- Digital Marketing
- Social Media Management
- Content Creation
- Team Leadership
- Fundraising Strategies
- ROI
- Retention
- Multimedia Production
- Team Building
- Risk Management
- Market Research
- Campaign Development
- Budgeting & Financial Planning
- Event Planning & Execution
- Data Analytics & Reporting
- Patient/Customer Engagement
- Planning
- Production
- Process Improvements
- Collaborative Leader

Professional Experience

Limelight Marketing – Knoxville, TN & Remotely CEO

2018 – Present

Conceptualize, develop, and execute marketing strategies as well as steer business development and project management and execution to help businesses strengthen brand presence, expand market reach, and achieve growth through innovative and cost-effective solutions.

- Oversee projects across all phases of development until completion.
- Increased brand awareness for local businesses by crafting tailored marketing strategies and growth initiatives.
- Strengthened online presence by managing social media platforms and creating engaging digital content.
- Augmented business performance by providing expert consultation on branding, strategy, and market positioning.
- Expanded client reach by designing and launching user-friendly, high-impact websites.
- Forged B2B partnerships by offering strategic guidance and facilitating professional collaborations.
- Optimized marketing budgets by creating cost-effective strategies that maximized impact without overspending.
- Secured funding opportunities by leading successful fundraising initiatives and promotional campaigns.
- Helped small businesses scale by recommending marketing solutions tailored to unique needs and financial goals.
- Raised brand visibility by devising tailored marketing strategies, conducting in-depth market research, and producing editorial content customized for various media platforms.
- Delivered high-impact campaigns by conducting audience research, optimizing resources, and managing cost-efficient projects that maximized results without exceeding budgets.
- Led end-to-end project execution by overseeing budgets, aligning teams, and ensuring seamless delivery of marketing initiatives both remotely and in-office.

Sweetwater Hospital Association – Sweetwater, TN Director of Marketing & Patient Experience

2022 – 2025

Directed marketing team as well as spearheaded marketing initiatives by developing and executing strategic plans to strengthen brand presence and patient engagement. Managed all social media platforms, tracked performance through analytics and heat mapping, and optimized content for maximum reach. Led creation of print advertisements using InDesign, Canva, and Illustrator to support hospital campaigns. Collaborated with physicians and departments to highlight specialties and enhance patient education. Conducted market research to assess demand, analyze competitors, and refine promotional efforts. Oversaw budgeting, financial planning, and ROI analysis to drive marketing strategies. Directed content development and communication efforts to align marketing goals with set objectives.

- [Enhanced user experience and accessibility](#) by revamping hospital website through WordPress.
- [Increased community awareness](#) by launching and publishing “Your Health” magazine to highlight hospital advancements.
- [Improved patient access to hospital services](#) by developing dedicated mobile app.
- [Expanded public health education](#) by introducing “A Minute of Health with Sweetwater Hospital Association” radio spot.
- [Strengthened marketing efficiency](#) by restructuring department through strategic project management.
- [Increased community engagement](#) by leading outreach initiatives and organizing impactful hospital events.
- [Elevated patient satisfaction](#) by collaborating with patient engagement survey companies such as Press Ganey and Qualtrics and the patient advocate to ensure five-star experience.
- [Guided hospital strategy](#) by conducting comprehensive community needs assessment and developing annual reports.
- [Reinforced brand identity](#) by positioning each medical department with clear and compelling presence.
- [Boosted hospital visibility](#) by planning and executing conferences, trade shows, and major events.
- [Generated leads](#) by implementing targeted marketing strategies and patient engagement initiatives.
- [Enhanced hospital communication and awareness](#) by managing end-to-end marketing projects.
- [Led and mentored high-performing team](#) to execute initiatives, optimize campaigns, and enhance patient engagement.

farragutpress – Knoxville, TN **Advertising & Project Manager**

2020 – 2022

Championed marketing initiatives and project execution by devising strategies, managing campaigns, optimizing workflows, and overseeing resources to enhance brand growth, client engagement, and business expansion.

- [Increased brand visibility](#) by developing and executing strategic marketing campaigns for local businesses.
- [Boosted operational efficiency](#) by managing projects, tracking performance, and optimizing workflows.
- [Diffused project issues](#) by supervising work plans, maintaining task alignment, and assuring timely execution.
- [Improved process effectiveness](#) by mapping workflows and identifying opportunities for optimization.
- [Kept projects on schedule and budget](#) by directing tasks, timelines, and resource allocation.
- [Expanded community engagement](#) by securing opportunities for farragutpress to participate in regional events.
- [Enhanced marketing impact](#) by executing innovative strategies and data-driven reporting.
- [Elevated brand impact](#) by leading creative marketing campaigns and refining brand positioning.
- [Raised team performance](#) by providing leadership, guidance, and strategic direction.
- [Led advertising and sales team](#) to drive successful campaigns, maximize revenue, and increase company ROI.
- [Directed cross-functional collaboration with sales, advertising, and product teams](#) to plan and execute high-impact promotional marketing campaigns.
- [Oversaw end-to-end project lifecycles](#) by managing team priorities, optimizing workflows, and focusing on smooth execution of marketing initiatives.

Additional Experience

Advertising & Media Consultant – Loudon County News-Herald – Lenoir City, TN
Business Office Manager & Marketing Director – LC Building Solutions – Lenoir City, TN
Surgical Billing Coder – TeamHealth – Louisville, TN
Publicist & Media Coordinator – Loudon News-Herald – Seymour, TN
Surgical Technologist – University of TN Hospital – Knoxville, TN

Education

Master of Business Administration with Concentration in Project Management – King University – Bristol, TN
Bachelor of Communications – King University – Bristol, TN

Associations

Habitat for Humanity, Women Build Committee ▪ Our PLACE, Adult Day Center, Board of Directors ▪ Loudon County Chamber of Commerce, Board of Directors ▪ Loudon County Leadership Class of 2022 ▪ East TN Regional Leadership Class of 2023 ▪ SHA Marketing Committee ▪ SHA Performance Improvement Committee ▪ SHA Quality Assurance Committee

Technical Proficiencies

Website & Hosting: WordPress ▪ Wix ▪ Square Space ▪ Host Gator ▪ Adalo Mobile Application Development

Graphic Design & Multimedia: InDesign ▪ Illustrator ▪ Photoshop ▪ Canva ▪ IStock Photo ▪ Ripl Video ▪ YouTube

Digital Marketing & Analytics: Google Analytics ▪ Google Ads ▪ Google Business ▪ HootSuite ▪ QR Monkey

Business & Productivity: Google Suite ▪ MS Excel ▪ MS PowerPoint ▪ MS Outlook ▪ ChatGPT ▪ Hubspot ▪ Moday.com

CRM & Automation: HubSpot ▪ CRM & Marketing Automation Tools ▪ Constant Contact ▪ MailChimp