

Marketing Director & Project Management

I have 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. For examples visit www.cmford.com

Areas of Expertise

- Project Management
- Marketing Strategy
- Podcast Marketing
- Time Management
- Contracts
- Problem Solving
- Brand Development
- 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

Z Media Ventures – Knoxville, TN

2025 – Present

Director of Marketing and Digital Strategy

Developed the Z Media Ventures Marketing Agency side of the company by working with local and national businesses, delivering full-service digital marketing solutions including website development, SEO, paid advertising, social media strategy, and video-first content marketing for clients across healthcare, professional services, and consumer brands. I 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. (For examples visit www.cmford.com).

- [Marketing Leadership & Strategy](#) across all phases of development until completion.
- [Increased brand awareness for local businesses](#) by crafting tailored marketing strategies and growth initiatives.
- [Strengthening 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 maximize 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.

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.
- Strengthening 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. Re developed and designed the website. Managed all social media platforms, tracked performance through analytics and heat mapping, and optimized digital 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.
- Strengthen 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
ChatGPT Certified – Certificate ID: 580d3a75-41b4-4994-bbea-5f1c1d4eb7705
HTML, CSS, JAVA, PHP, MySQL Certified

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 ▪ HTML, CSS, JAVA, PHP, MySQL
Graphic Design & Multimedia: InDesign ▪ Illustrator ▪ Photoshop ▪ Canva ▪ IStock Photo ▪ Ripl Video ▪ YouTube ▪ CapCut - AI
Digital Marketing & Analytics: Google Analytics ▪ Google Ads ▪ Google Business ▪ HooteSuite ▪ QR Monkey ▪ Zoho ▪ META
Business & Productivity: Google Suite ▪ MS Excel ▪ MS PowerPoint ▪ MS Outlook ▪ ChatGPT
CRM & Automation: HubSpot ▪ CRM & Marketing Automation Tools ▪ Constant Contact ▪ MailChimp ▪ Vimeo
Project Management - Hubspot ▪ Monday.com ▪ Agile ▪ Scrum ▪ Zoho ▪ Plannable ▪ VOMO