

EMY MIXON

PROFILE

Detail-oriented, creative professional with broad experience planning, managing, and executing artistic programs and marketing campaigns. Proven history of implementing innovative marketing devices to enhance revenues, attract new customers, and improve client education. Particular expertise in photography, film editing, visual design, publishing, small business management.

EXPERIENCE

BUSINESS DIRECTOR AND MARKETING COORDINATOR,
LANIER PERSONAL TRAINING; CUMMING, GEORGIA

MAY 2014– PRESENT

Used expertise in design and social media to transform the visual media marketing objectives of family-owned personal training studio. Responsible for daily production of visual media for multiple social media platforms. Coordinated marketing and outreach objectives between the business owner and a team of personal trainers. Produced outreach materials and coordinated both internal and external marketing objectives. Communicated daily with over 100 clients. Responsible for

SOCIAL MEDIA MARKETING ASSISTANT & CUSTOMER SERVICE REPRESENTATIVE,
MEMENTO, LLC AND GREEKLIFEGIRL.COM; CUMMING, GEORGIA

SEPTEMBER 2013– MAY 2014

As an expert in networking and relationship-building among clients and vendors, I served as the customer service and marketing representative for GreekLifeGirl.com, and worked daily to ensure efficient production methods and team coordination. Delivered innovative social media visual marketing campaigns and product marketing strategy for one of the top online sellers of Greek life products in the U.S. Over an eight month time period, I used my knowledge of social media platforms, including Twitter, Facebook, Pinterest, Wanelo, and a product feature blog, to increase social media following for the company by 50 percent.

MARKETING AND COMMUNICATIONS DIRECTOR, SIMSOLVE, LLC;

CUMMING, GEORGIA – 2010-2013

- Conceptualized and built start-up marketing campaign and business development outreach for dental consulting firm. This included identifying high quality potential business partnerships in technology and dentistry in the Atlanta area, maintaining professional relationships, and organizing speaking engagements for the CEO of the company

- Spearheaded development of business marketing plan, including outlining of necessary materials, outreach objectives, and long-term strategies
- Designed and produced marketing materials, including outreach pamphlets and professional PowerPoint presentations for the CEO's use at large group speaking engagements.

DIRECTOR OF MARKETING, COMMUNICATIONS, AND PATIENT EDUCATION,
LAWRENCE O. SIMS, DDS; ATLANTA, GA- 2008-2011

Developed and executed marketing strategy and education programs that greatly increased patient retention and recall.

- Collaborated with team practice members to identify new customers bases, strengthen partnerships with other dental practices, and develop clear business objectives to better serve patients and their dental health
- Initiated correspondence with potential customers and vendors, serving as the outreach liaison for the business
- Performed day-to-day management activities for the office, including patient communication and invoice coordination

EDUCATION

GEORGIA SOUTHERN UNIVERSITY- MASTER OF FINE ARTS, PHOTOGRAPHY- 2008
Inducted into the Omicron Delta Kappa National Honor Society

NORTH GEORGIA COLLEGE AND STATE UNIVERSITY- BACHELOR OF ARTS, ART
MARKETING- 2003

SKILLS & EXPERTISE

Visual Marketing Campaigns	Copy writing for product presentation	Communications Outreach
Small Business Management & Strategy Development	Marketing Strategy Development	Microsoft Office, Adobe Photoshop, Adobe Illustrator, iMovie, Mac & PC Proficient

References Available Upon Request