


# ASHLEY M. LLOYD

## MARKETING & SOCIAL MEDIA SPECIALIST

 (510) 478 - 3752

 ashley\_loyd101@yahoo.com

 Pembroke Pines, FL

## PERSONAL OBJECTIVE

As an enthusiastic individual who is ready to take on new challenges, my main goals are geared toward enhancing my skills and elevating in my field as a marketer. With this in mind, I believe that my professional and educational experiences have prepared me for the next stage in my career and I would love the opportunity to contribute all of my capabilities to your team and to the company.

I consider myself to have a highly motivated, creative, focused and customer friendly personality which has aided me to plan, run and deliver successful campaigns. Embodying these traits has helped me with a variety of tasks such as; generating ideas for promotional activities, brainstorming and developing marketing strategies, proposals and content, gathering relevant data and analytics, and organizing high-profile events. With my background as a marketing coordinator and graphic design as a freelancer, I possess the capacity to maintain the social media and advertising needs of the company, work to keep the company on-par with trends, communicate the brands values, and retain its target audience.

My resume enclosed will include further details about my skills, experience, and qualifications for this position. I look forward to having a chance to discuss how I can add value to your organization.

Thank you for your consideration.

Kind Regards,

*Ashley M. Lloyd*


# ASHLEY M. LLOYD

## MARKETING & SOCIAL MEDIA SPECIALIST



## SKILLS

- Creative Thinking
- Communication
- Content Writing and Creation
- Social Media Management
- SEO and Google Analytics
- Logo Layout and Design
- Market Research
- Website Development
- Event Planning
- Mobile Advertising
- Email Marketing
- Video Content Creation
- Customer Service
- Leadership
- Exceptional eye for detail and composition.
- Positive, proactive and assertive approach.
- CMS and CRM
- Illustrator, InDesign, Procreate, Photoshop, Canva
- Microsoft Word, Excel and PowerPoint

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## EXPERIENCE

### MARKETING COORDINATOR

- Quintairo, Prieto, Wood & Boyer, P.A. | JAN 2020 - Present
  - Writing, curating, and editing the firm's website content daily.
  - Managing the firm's various social media accounts (LinkedIn) and creating the content for various ads, articles, events, and seminars for daily postings.
  - Developed a marketing strategy with marketing director quarterly and monthly and reported the results to the COO and shareholders.
  - Produced the firm's magazine ads including those features in: NAMWOLF, TOP100 Magazine, DMagazine, CLM and ABA.
  - Creating various digital ads with InDesign, Illustrator, Procreate, Photoshop, and Canva.
  - Increased the firm's social media following and organic impressions by 75% with SEO's and Google analytics in 6 months.
  - Organized all details of attorney conferences and seminars from portfolios to promotional, Eventbrite invitations and blast email marketing through constant contact.
  - Certified CLE/CE provider for the firm.
  - Organized attorney headshots and welcome advertisements for all onboarding attorneys.
  - Ordered and created the current company branded promotional merchandise including the company logo, banners, brochures, booklets, masks, sweaters, pens and more.

### ACCOUNT EXECUTIVE

- Hair Visions International | JAN 2019 - JAN 2020
  - Ensured the company's monthly and quarterly requirements were achieved by meeting sales targets through sales calls and emails.
  - Effectively handled sales and client calls both inbound and outbound.
  - Processing invoices, credit memos and CRM information with clients.
  - Created sales strategies for the department and brainstormed new ideas to attract new clients.
  - Represented the company at conferences and sales seminars to share knowledge about the company and products.
  - Prospected and developed leads each month for potential client.

### MARKETING ANALYST & SOCIAL CARE

- Royal Caribbean International | OCT 2015 - OCT 2018
  - Provided resolutions to pre and post-cruise escalated concerns via email, phone and multiple social media outlets (Facebook, Instagram and Twitter).
  - Organized the onboard events such as proposals, birthdays, and weddings, when requested through direct messages or emails. Also, organize give-a-ways and polls to attract and create more engagement through Instagram and Twitter pages.
  - Created and displayed weekly marketing ads on all social media platforms the company had profiles for.
  - Monitored website traffic and presented the data collected in strategy meetings.
  - Engaged with current and potential customers through the company's social media pages.
  - Assisted shipboard staff with promotional events like engagements and sponsored content from influencers onboard. Supported guest claims department when settling onboard injury-related issues.
  - Tested new email blasts prior to sending them out to guests or those signed-up for automated emails for promotions.



## EDUCATION

- **BACHELOR OF SCIENCE | MARKETING**
  - Southern New Hampshire University | 2021
- **ASSOCIATES OF ARTS | COMMUNICATION**
  - Florida International University | 2018