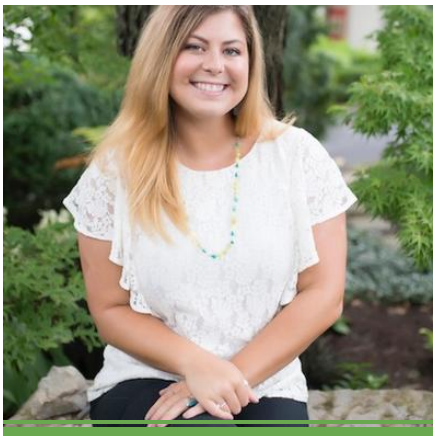
SAVANNAH BLANK

Seeking part-time bar tending or serving job that allows me to focus part time on my start-up digital marketing business. Experienced professional in digital sales and marketing, web design, social media, and event management.



Lexington, KY

8592409717

savannahblank13@gmail.com

REFERENCES

Kristen Oakley / President & CEO of TOPS Marketing Group in Lexington & Louisville

(859) 312-0126

kristen@topsmarketing.com

Lauralee Crain Estill / President of Local First Lexington

(606) 748-0537

lauraleeestill@gmail.com

Marty Davis /H-L Media Automotive Manager

(859) 509-4930

mdavis2@herald-leader.com

Jim Gleason / EKU Advisor & Mentor

(859) 333-1133

jim.gleason@eku.edu

Samantha DePrez / Curb Records

(260) 715-1226

sdeprez@curb.com

EDUCATION

Aug 2011 - May 2015

Public Relations

Eastern Kentucky University

Bachelor's Degree with a Creative Design emphasis and a minor in Communication Studies

WORK HISTORY

Oct 2018 - Oct 2019

Digital Marketing Director

TOPS in Lexington & TOPS Louisville

-Manage all current & prospective internal & external digital affairs

-Work with sales reps to develop & execute positive digital growth for clients

-Compile reporting & optimize current digital campaigns for TOPS Digital

-Develop social media, email, website, and advertising content

Aug 2017 - Sept 2018

Digital Marketing & Multi-Media Specialist

TOPS in Lexington - TOPS Magazine

-Prospect for new clients to plan, create, and execute digital marketing strategies

-Consult with local businesses on Marketing Opportunities both online & in the magazine

-Sell Digital products through Run of Network including:

- Programmatic Display Ads
- Search Engine Marketing & Optimization
- Social Media Management
- Web Development & URL Hosting
- Email Marketing
- Spotify Radio Spots
- Pre-roll & Extended Video
- Native Advertising
- ads on TopsinLex.com including video, banner, and photos as well as email blasts and the monthly TOPS in Lexington Magazine

-Manage day-to-day operation of digital advertising platforms

Dec 2015 - July 2017

Automotive Media Consultant Assistant

H-L Media: Lexington Herald-Leader & Kentucky.com

-Book ads in Piston Magazine, Newspaper, Kentucky.com & Cars.com

-Coordinate Creative Development for all Media Outlets

-Collaborate with Dealerships & other Auto Organizations on Digital Fulfillment

-Sell Online & Print Advertising to Customers in Lexington & Surrounding Areas

-Manage Accounts Financially & Provide Customer Support

May 2015 - Dec 2015

Special Event Planning Assistant

Conference Direct

-Book Conference Events for Large Companies all over the United States

-Organize Spreadsheets using Excel to Express date, time, cost, etc of event

-Manage Accounts Financially & Provide Customer Support to Clients

-Communicate & Negotiate with Resorts on Facilities and Accommodations for Conference Direct Guests

AWARDS

H-L Media Customer Service Award

"Given to the Sales Support employee who has displayed excellent customer service inside and outside our company. This person is hand selected by the managers, VP of Advertising, and Editor of the Lexington Herald-Leader."

WHY HIRE ME?

Years of Selling Experience. Ability to relate to clients. Comparative Media Knowledge. Creative design professional. Event Execution. Eye for Photography & Artistic Design. Google Certified. Can Build Websites on WordPress & multiple other platforms. Ability to work in fast-paced environment. Excellent writing skills. Educated in: Word, Excel, Power Point, iMovie, and Photoshop. Attention to detail. Impressive multi-tasking ability. Social media expertise. Personable attitude. Positive & Motivated. Organized & Efficient.

May 2014 - Aug 2014

Radio Promotions Intern

Curb Records

-Tracked artist spins from radio stations all over the country

-Worked events around Nashville Area

-Coordinated events with Curb Records artists

-Post on social media campaigns for new and upcoming artists

COMMUNITY

March 2018 - Present

Executive Board Member

Local First Lexington

Local First Lexington is a non-profit business alliance of locally owned and independently operated Lexington businesses. Our goal is to help keep Lexington an interesting, unique, and economically stable place to live and work. LFL engages the community in educational opportunities and “Buy Local” activities designed to instill an understanding of the impact and benefits buying local.

-Head of Marketing Committee: Plan & execute advertising campaigns to "Buy Local"

-In charge or designing, putting together, and promoting 2018-2019 LFL Directory

-Events Committee: Assist in planning mixers, coffee meet-ups, & community events

Dec 2017 - Present

Also involved in networking groups such as...

Women Leading Kentucky, The Referrals Group, WEP-CKY (Wedding & Event Professionals of Central KY) & BNI