

DIGITAL STRATEGY CONSULTANT

Summary

To further my career in the insurance industry.

Highlights

(Hootsuite, Buffer, Twitter, Facebook, Instagram, SnapChat, Pinterest), E-mail marketing campaigns (Mailchimp, Salesforce), Public Speaking, Microsoft Office (Excel, Outlook, PowerPoint, Word), Adobe Creative Suite (After Effects, Dreamweaver, Illustrator, InDesign, Photoshop), Marketing Plan Development, Analytical and Creative Thinking, Special Events Planning, Natural Leader, Excellent Communication Skills, Self-Starter

Accomplishments

- 2005-2010 As a campus student leader I was involved in many extracurricular activities on campus while also excelling scholastically.
- Some of these extracurricular activities include: Student Government Association (Executive Five Council), Royal Court, Campus Mentoring Program, Campus Tours Operator, Athletic Promotions Intern, Student Welcome Days Leader, Activities & Events Board, and Omega Psi Phi.
- Charter Property & Casualty Insurance Underwriter Courses 2011-2013 CPCU 500 - Foundations of Risk Management & Insurance CPCU 520 - Insurance Operations, Regulation, and Statutory Accounting Achievements & Volunteering Honors Delaware State University - Mr.
- Sophomore, Mr.
- Omega Psi Phi, Deans List Honda Financial Services - Northeast Region's #1 collector ACE Group Insurance - \$580,448 in bound premium with \$187,191 of that being ACE's Advantage new product rollout CRS Volunteering Warren T Jackson Elementary School - Marketing / Digital Design Instructor Big Brothers Big Sisters Hugs Foundation.

Experience

Digital Strategy Consultant

January 2015 to Current Company Name

- Help to define & implement a metric, ROI-driven organic growth marketing strategy through use of real-time business intelligence and content marketing strategies Direct targeted marketing efforts that introduced new products and promoted product visibility Execute e-mail marketing programs Research emerging trends in digital media, marketing, advertising, and social media Website design, development & optimization.

Director of Marketing

January 2013 to January 2015 Company Name

- Was responsible for the overall management of internal and external marketing efforts through various mediums as required for all of InSpire Enterprise, LLC InSpire Magazine, InSpire Us Foundation, ILEAD Institute, InSpire Attire, Be-EnCouraged Talk TV, InSpire Film.
- Supervised 10-15 staff members, including offering feedback and enforcing deadlines.
- Traveled nationally to meet with potential employees & interns and deliver clear company messages.
- Created high-quality marketing strategy documentation, including product marketing briefs, FAQs and overall marketing plan.

Foreign Casualty Production Underwriter

January 2011 to January 2013 Company Name

- Served in a dual functional role while participating in ACE's Early Career Development / Trainee program by processing multinational service requests, and assisting experienced underwriters.
- Analyze hundreds of risks by underwriting comprehensive international new business and renewal package policies including general liability, property, cargo, foreign voluntary worker's comp, auto, kidnap and ransom, and accidental death & dismemberment.
- Conducted a offsite broker meetings each month to market ACE's insurance products while also making sales calls to brokers, participating in monthly production meetings, conducting market research and cross selling activities.
- Heavily contributed to our regional premium goal with \$580,448 in bound premium.

Education

BS : Business Management, Marketing Delaware State University Business Management, Marketing

Skills

Adobe Creative Suite, After Effects, Dreamweaver, Photoshop, advertising, business intelligence, Excellent Communication, content, Creative Thinking, documentation, E-mail, Special Events, Film, functional, Illustrator, InDesign, insurance, marketing plan, Marketing Plan Development, market research, marketing strategies, marketing strategy, marketing, market, meetings, Excel, Microsoft Office, Outlook, PowerPoint, Word, Natural, Enterprise, optimization, policies, product marketing, Public Speaking, quality, real-time, Research, selling, sales, Self-Starter, TV, Underwriting, Website design