

MONIQUE MCGEE

MARKETING INNOVATOR

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PROFESSIONAL PROFILE

Results-driven marketing and communications MBA professional leveraging 16+ years of expertise to drive innovative branding strategies and proven marketing solutions. Demonstrated ability to enhance corporate marketability through print and electronic marketing with a focus on clear and effective corporate messaging. Adept at translating marketing strategies into day-to-day execution by providing coaching and feedback to marketing and PR teams. Currently seeking a position that combines the exploration of technology with innovative marketing techniques.

Selected Value Highlight

- ✓ Proven social media marketing skills with strong abilities in collecting relevant information for further brand awareness growth.
- ✓ Develops and executes innovative, customer-facing content strategies for e-commerce websites as it pertains to campaign optimization.
- ✓ Utilizes experiential marketing to market a product or a service through experiences that engage the customers and create an emotional attachment to the product/service.
- ✓ Specializes in direct marketing, branding, and advertising in both B2B and B2C business segments within the traditional and digital landscape.

EDUCATION

GEORGIA STATE UNIVERSITY

Master of Business Administration (M.B.A.) in Marketing

8/2016

Atlanta, GA

GEORGIA STATE UNIVERSITY

Bachelor of Arts in Journalism – Telecommunications

12/2008

Atlanta, GA

EXPERIENCE

INDEPENDENT BUSINESS CONSULTANT

Freelance

6/2011 - current

Atlanta, GA

- Collaborates closely with virtual businesses to establish and create goals and KPIs in support of successful marketing strategy execution.
- Develops traditional and digital marketing strategies for events, book launches, and film festival entries to boost customer awareness and preference.

- Responsible for designing flyers, presentations, and business plans using tools such as Adobe InDesign, Adobe Illustrator, and Adobe Photoshop.
- Leverages existing personal and professional networks to establish initial contact with target prospects in support of the promotion of small business marketing optimization services.
- Creates, executes, and leads demand generation strategies across multiple marketing platforms to drive awareness and interest small business products and services.

MARKETING AND COMMUNICATIONS MANAGER

5/2003 - current

TJac Educational Consulting Group

Powder Springs, GA

- Directed and transformed a traditional educational training program into an e-commerce driven self-paced online program that led to a user increase of over 350%.
- Develops and implements best practices based on data analytics for customer generation, engagement, retention strategy, and brand marketing within the B2B and B2C platforms.
- Develops communication and marketing strategy plans for local and national campaigns.
- Builds and executes customer-facing content for email and e-commerce marketing for local and national campaigns.
- Creates various social media marketing and communication strategies for the promotion of TJAC's educational program development and consulting services.
- Establishes weekly, monthly, and annual promotional campaigns for online services.
- Creates marketing material and multi-functional deliverables using Adobe Photoshop, Adobe Illustrator, and Adobe InDesign.
- Stays abreast of marketing trends and analytics as it pertains to recommending driven marketing initiatives and strategies.
- Develops strategic marketing plans that expand the customer base while ensuring a robust organizational presence in addition to sustaining market share expansion.
- Creates digital ad campaigns from ideation to execution across display, mobile, social, search, video, and emerging media.

INSTRUCTIONAL DESIGN ASSOCIATE/INNOVATION FELLOW

5/2012 - 6/2016

Georgia State University – Center for Instructional Innovation

Atlanta, GA

Key Job Duties & Accomplishments:

- Developed partnerships with crucial university departments to promote the integration of technology to improve course curriculum.
- Project Manager for content management system transition from Red Dot to WordPress.
- Trained representatives from over 20 university departments in the topic of website design and content best practices.
- Identified opportunities for technological innovation in the traditional curriculum.
- Generated text and multimedia content for university websites and social media platforms.
- Developed, marketed, and delivered weekly training series for graphic design (beginner-advanced), video editing (beginner-advanced) and desktop publishing (beginner).
- Attracted over 500+ participants that included students, faculty, and staff.
- Created digital assets such as animations, illustrations, and audio/visual media to drive engagement across multiple platforms.

- Developed effective presentations using PowerPoint and Keynote for use in marketing, training, and promotional activities.
- Negotiated over \$2 million in university budget proposals.

MULTI-PLATFORM SHOW PRODUCER

12/2007 - 6/2011

CBS Radio – V103, WAOK

Atlanta, GA

- Maintained #1 ratings and majority market share for four radio programs leading to an increase in sponsorship.
- Created compelling and engaging content for station websites and social media platforms.
- Established and maintained corporate and community partnerships.
- Managed and implemented social media presence for multiple show hosts and two stations that include V-103 & WAOK.
- Managed and trained approximately 15-20 interns on show production and studio operations.

TECHNICAL COMPETENCIES

Digital Marketing, Content Management Systems (CMS), Social Media, Graphic Design, Customer Relationship Management (CRM), E-mail Marketing, Video Production, Data Visualization, Instructional Design

SOFTWARE

Microsoft Word, Excel, PowerPoint, Photoshop, Illustrator, Premiere Pro, Final Cut Pro, InDesign, Camtasia, Captivate