

Professional Summary

Dedicated and results-driven individual with several years of experience in content creation and overall management. Adept at managing customer/client relations, using creative software (Adobe Creative Suite) to produce print and digital content, and leading a team of individuals with a proven track record of upholding brand and company standards, communicating effectively amongst teammates, and performing overall exemplary work. Strong problem-solving abilities, excellent communication skills, and a commitment to continuous learning and professional growth.

Professional Experience

SJACOBS CREATIVE

Owner/Operator

Lexington, Kentucky

2020-Present

- Creates freelance marketing service for local businesses that provides full brand packages, photo, written, and graphical content for marketing purposes.
- Creates and designs websites for clients based upon their needs, ranging from portfolios to online e-commerce platforms.

Hagyard Equine Medical Institute

Office Administrative Support

Lexington, Kentucky

2023-2024

- Provides administrative support to surgeons and in house staff of the surgery center.
- Schedules and makes appointments for surgeons and supporting staff.
- Writes and processes radiographic reports for clients and sales professionals.
- Files and keeps office materials ordered and organized for efficient communication.

LeafFilter at Lowes

Retail Marketing Associate

Lexington, Kentucky

2023-2023

- Identify and communicate to potential clients in Lowes about LeafFilter, describing the product and company values.
- Generate leads and collect potential client information to sign them up for a free, no obligation estimate.
- Report daily total leads generated, depicting which ones are self scheduled and which are not.

Battle Axes

Shift Manager

Lexington, Kentucky

2022-2023

- Supervised and coordinated the activities of team members during the shift.
- Provided guidance, coaching, and feedback to team members to improve performance and productivity. Supervised and coordinated the activities of team members during the shift.
- Ensured exceptional customer service by assisting team members with customer inquiries, complaints, and service issues.
- Set a positive example for the team in delivering outstanding service.
- Oversaw the day-to-day operations during the shift, including opening and closing procedures.
- Monitored and managed inventory levels and product quality.

Professional Experience Continued

Double Dan Horsemanship/International Liberty Horse Association

Assistant Business Manager

Midway, Kentucky

2021-2022

- Oversaw administrative tasks such as record-keeping, filing, and document management.
- Coordinate and schedule meetings, conferences, and appointments for the Double Dan Team.
- Created print and digital marketing materials for events, promotions, and social media purposes.
- Processed all new memberships with the International Liberty Horse Association by writing welcome letters, printing membership cards, and processing dues.
- Kept track of inventory and proceeded to process merchandising orders as they came through.

University of Kentucky

Marketing and Public Relations Intern

Forest Health Extension

Lexington, Kentucky

2020-2021

- Created video content for various extension programs in regard to Forest Health.
- Produced photo, written, and graphical content for all social media platforms.
- Promoted the importance of forest health message across all media platforms.

Research Assistant

UK Forestry and Natural Resources

Lexington, Kentucky

2020-2021

- Tracked and recorded bird species and activity via point-counts at various sites around Lexington.
- Collected water and soil samples to proceed with quality testing.
- Recorded and measured understory herbaceous vegetation by grids, as well as woody understory and overstory.
- Entered and analyzed data to determine the impact of Urban Forestry on Lexington resources.
- Compiled data and researched articles within a scientific journal article to expand research perspective

Communications and Student Relations Intern

UK Ag Equine Programs

Lexington, Kentucky

2020-2021

- Produced photo, written, video, and graphical content for all media platforms.
- Implemented a photo management database and all instructional materials.
- Created promotional materials including (but not limited to): flyers, infographics, posters, tri-fold pamphlets to be used for marketing purposes.

Education

University of Kentucky

BS In Equine Science and Management

2017-2021

Southern New Hampshire University

BA In Graphic Design and Media

2023-2025

Affiliations

EQAAN - Equine Alumni Affiliated Network

2023 - Present