

EMILY KATE BALLENTINE

A compassionate and caring individual,
conceptual problem solver, designer,
marketer, & creative thinker!

EDUCATION

BFA DEGREE

Advertising & Graphic Design

Columbus College of Art & Design
Graduated in 2017

STRENGTHS

SOFT SKILLS

Compassion
Innovation
Communication
Leadership
Project Management
Organization
Customer Service

TECHNICAL SKILLS

Adobe Creative Cloud: Ai, Ps, Id
Wordpress Management
Microsoft Office
Formstacks
Constant Contact
Trello

EXPERIENCE

MAR 2023 - PRESENT | A Taste of Kentucky | MIDDLETOWN, KY

Digital Marketing Manager

- Design and implement digital marketing campaigns, including web, email, social media, and print advertisements.
- Collaborate with external contractors to maintain social media presence across all digital channels including Facebook, Instagram, and LinkedIn.
- Measure and report on the performance of all digital marketing campaigns.

OCT 2022 - JAN 2023 | Black Diamond | JEFFERSONVILLE, IN

Marketing Specialist

- Use social media marketing tools to create and maintain company's brand.
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews.
- Design, conceptualize, publish, and schedule engaging content across all digital channels including Facebook, Instagram, and TikTok.
- Develop, & design, new marketing materials including email and print advertisements.

FEB 2022 - AUG 2022 | inclusiveWe | PROSPECT, KY

Marketing Manager

- Conceptualize, design, and implement new and trendy t-shirt designs.
- Oversee and create new social media posts to engage users.
- Design website using wix.com, write marketing copy, and implement SEO strategy.
- Research trends and new marketing opportunities, and brainstorm ideas.
- Communicate and negotiate with contractors.
- Develop and design advertisement layouts including copy and images.

DEC 2019 - FEB 2022 | Challenger Lifts | LOUISVILLE, KY

Marketing Coordinator

- Develop, design, & monitor all marketing initiatives from concept to completion.
- Understand marketing initiatives, strategic positioning, & target audience.
- Maintaining marketing material inventory & updating as necessary.
- Investigate new marketing opportunities, negotiate rates, & book space.
- Develop & maintain internal communication systems.
- Manage all social media accounts (Facebook, Instagram, & LinkedIn).
- Utilize Wordpress to update website content.
- Manage external contractors and partners to complete initiatives.

NOV 2017 - NOV 2018 | Prüvit Ventures | PROSPECT, KY

Marketing Project Coordinator

- Develop & monitor all marketing initiatives from concept to completion.
- Utilize Wordpress to upload new product pages & blog posts, maintain accurate online inventory, & overall website maintenance.
- Taking on project tasks including graphic design, marketing, & communications.
- Review the quality of work for possible critique & revisions.
- Understand marketing initiatives, strategic positioning, & target audience.
- Lead brainstorming/creative sessions to generate promotions & campaigns.
- Work directly & routinely with in-house creative teams & outside contractors.
- Documenting & following up on all outcomes across the company, ensuring project deadlines are met.