

# SAVANNAH M GILLISPIE

## APPLICABLE EXPERIENCE

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### FOUNDER & BRANDING GURU

STUDIO22 MARKETING, LLC | JAN 2014 - PRESENT

Studio22 Marketing, LLC provides branding and social media consulting, media buy campaign strategy, website design, SEO optimization, print/digital design and other services as requested.

### ASSISTANT DIRECTOR OF GLOBAL COMMUNICATIONS & MARKETING

WESTERN KENTUCKY UNIVERSITY | APRIL 2017 - FEB 2023

Oversaw a data-driven, comprehensive communications plan (including social media, print, media buys, websites, email, text, etc ...) to support the recruitment of international students, domestic student study abroad/exchange, and internationalization of campus curriculum.

- Assisted in the recruitment of international recruitment through external partnerships, market research and international travel to key recruitment regions
- Ensured all unit promotions complied with WKU brand standards
- Managed marketing staff who oversee execution of communication plans and organic social media strategy

### MARKETING OPERATIONS MANAGER / BRAND MANAGER

INKED BRANDS | FEB 2016 - APRIL 2017

Directed a 12-person team of marketing specialists, designers and photographers responsible for the development, execution and evaluation of marketing strategy for multiple e-commerce-based brands. *Inked Brands helps influencers monetize their social media followers with a custom e-commerce platform which includes full-scale branding and marketing.*

- Managed department budget
- Maintained relationships with third party media buying vendors
- Ensured all marketing communications met brand standards
- Directed partnerships and collaborations with outside influencers and media outlets
- Analyzed market data and campaign success

### CUSTOMER EXPERIENCE MANAGER

INKED BRANDS (FORMERLY STUDIO CALICO) | AUG 2015 - FEB 2016

Managed a team of 9 customer service representatives while developing and maintaining key performance indicators to gauge effectiveness, business impact and customer behavior across several brands.

## CONTACT

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 [linkedin.com/in/savannahgillispie](https://www.linkedin.com/in/savannahgillispie)

## EDUCATION

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### UNIVERSITY OF KENTUCKY (2010)

Integrated Strategic Communications

Emphasis: Public Relations

Minor: Art Studio

## SKILLS

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Team Management

Budget Management

Marketing Strategy

Project Management

Crisis Management

Basic HTML & Coding

Social Media Marketing (+ Media Buys)

Search Engine Optimization

Graphic Design

Video Editing

## PROGRAMS

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Google Analytics

Facebook Business & Ads Manager

Adobe Creative Suite

SEM Rush

Mailchimp, SLATE (& other ESP/CRMs)

Zendesk

## INTERESTS

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Photography

Vinyl Records

Beekeeping

Barre Fitness (Instructor)

## APPLICABLE EXPERIENCE

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### **INKED BRANDS CONT ...**

CUSTOMER EXPERIENCE MANAGER | AUG 2015 - FEB 2016

- Moderated community message boards for a scrapbooking company within Inked's brand portfolio and reported customer feedback to marketing and operations
- Developed an efficiency and accountability process called the "STAR Program" with the goal of improving customer service rep response time, increasing problem solving efficiency, improving satisfaction rates and improving the overall quality of responses

(Within 2 months of program implementation, the department maintained an average response time of 5 hours and consistently held an average of 4.5 STAR customer satisfaction ratings)

### **ONLINE ENGAGEMENT & GRAPHICS COORDINATOR**

UNITED WAY OF THE BLUEGRASS | JULY 2013 - APRIL 2014

Implemented digital and print communications strategies to support fundraising efforts and brand recognition.

- Designed all promotional graphics for both print and digital
- Implemented social media marketing strategy, implementation and reporting
- Maintained website
- Provided support with local fundraising events as needed

### **SOCIAL MEDIA MARKETING CONSULTANT**

HUDAK CONSULTING | AUG 2010 - JULY 2013

Provided social media marketing consulting for various businesses as well as managed social media presence and website for motivational speaking obligations for the lead consultant.

- Built and maintained company website and social media accounts
- Coached clients on social media content strategy
- Maintained promotional calendar for speaking engagements

## REFERENCES

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### **SAMANTHA SHEPARD**

Sr. Marketing Manager

Creative Development

H & R Block

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### **ANGELA BYRD**

Area Representative

Fellow Christain Athletes

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### **TODD HUDAK**

Owner

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