

# DARDEN MCDOUGAL

Branding, Marketing, and Public Relations

## OBJECTIVE

I am an experienced marketing professional with a demonstrated history of working with traditional and digital media looking to challenge myself with new professional endeavors.

## SKILLS/CERTIFICATIONS

- Market Research/Analytics
- CSS/HTML
- Social Media Management
- Adobe Suite/Affinity
- Microsoft Office
- Google Suite
- Conflict Resolution
- Interpersonal Communication
- Organization
- Problem Solving
- Creative Writing
- Hubspot Graphic Design
- Google Analytics

## EDUCATION

**Auburn University - Auburn, AL**  
Bachelor of Arts in Public Relations  
Major GPA: 3.64/4.0

## CONTACT

Cell: Please fill out contact form  
Email: Please fill out contact form  
Website: [dardenmwpr.com](http://dardenmwpr.com)  
LinkedIn: /darden-walton  
Facebook: /dardenw  
Instagram: @darden.w.m

## PROFESSIONAL EXPERIENCE

### Marketing Manager

*Holston House, Nashville, TN | Aug 2023 - Present*

- Promote themed pop-up experience, recouping entire investment and earning over \$47,000 in revenue in first 3 weeks of 6
- Approve or deny use of all brand marks, and create/recreate all guest-facing materials to guarantee brand compliance
- Implement and execute marketing plans across platforms by setting strategic goals, maintaining timelines and assuring deliverables
- Collaborate with influencers, photographers, agencies and other professional contacts to ensure success of concurrent projects

### Marketing Manager

*TFWA, Nashville, TN | Dec 2022 - Aug 2023*

- Increased awareness of the state association and support 100+ individual tasting rooms through multiple marketing channels
- Organized events for the general public to experience and learn about agriculture and product in Tennessee
- Drove interactive engagement with and bolster sales for members through the Tennessee Wine Trail

### Admissions Marketing Coordinator

*Austin Peay State University, Clarksville, TN | Jan 2021 - Dec 2022*

- Managed and grew university TikTok account with over 4,500 followers as a means of recruitment and dispersing information to current students
- Coordinated with team members to devise multichannel communications campaigns for potential and current students
- Edited and approve all undergraduate, transfer and dual enrollment admissions print and digital media content
- Brainstormed and rebrand 2 established recruitment events and facilitate reflected changes on all associated university media

**REFERENCES AVAILABLE UPON REQUEST**

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## PROFESSIONAL EXPERIENCE

### Brand Manager

*RadioAlabama, Sylacauga, AL | June 2020 - Nov 2020*

- Supervised 13 Facebook pages, 3 Instagram accounts, 3 Twitter accounts and 3 websites concurrently
- Drafted an updated set of brand guidelines for use on-air and online, as well as a "master media kit" for any potential marketing needs
- Developed and co-hosted a podcast
- Fostered sales relationships with local businesses, consisting of conducting meetings, writing copy and producing graphics

### Marketing Associate

*Chic Soul, Auburn, AL | Jan 2018 - May 2020*

- Cultivated social media presences on 3 platforms to increase brand awareness
- Created design elements and advertising media for social media spotlighting new projects, which often ran simultaneously
- Conducted market research on our target demographic to develop messages and purchase products that resonated with the consumer base
- Researched SEO and utilized resources to raise the company's position in search results from page 2 to page 1

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