



CHRISTY BROWN

ENGAGEMENT CONSULTANT

CONTACT

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PROFILE

Marketing professional dedicated to ensuring product visibility through targeted digital and traditional marketing strategy. Success in content creation, customer retention and improved customer relations. Has a wide range of employment experience with brand management, email marketing and corporate communications.

EXPERIENCE

DAXKO | Engagement Consultant - Birmingham AL

Nov. 2017 - Present

Implement new customers on CRM software & consult existing customers on system usage/email marketing best practices

- Manage the implementation of Daxko Engage and Daxko Mobile customers receiving an average post-launch customers score of 9.71 out of 10
- Consult on Daxko Engage customer usage in order to increase system adoption and retention including the management of Engagement Reports and 14 adoption projects
- Manage and edit 34 Engagement Insider newsletters to Daxko Engage customers
- Cross-Collaborate with teams including the launch of the Daxko Help Center, updating sales slide decks, hosting product webinars, assisting in Zen Planner website rebuilds, designing Service's Stevie Awards submission, and creating 7000 new Daxko Mobile Logos for the Product Team

OneDegree MMM | Social Media & Brand Manager - Birmingham AL

Oct. 2018 - Present

Manage the brand and social media presence of OneDegree MMM and Not Just Catering business accounts

- Manage the social brand presence of two customers by scheduling weekly social media posts on Facebook, Instagram, and Twitter
- Create marketing collateral and graphics later used in social media scheduling

ATKINS EF | Director of Communications & Marketing - Orlando FL

Oct. 2018 - Present

Establish the Atkins Educational Foundation brand and digital presence

- Design and enforce the Atkins Educational Foundation branding guidelines
- Create and manage the Atkinsef.org website and scholarship submission process
- Create marketing collateral including scholarship fliers and booklets provided to school guidance counselors and teachers to inform students about the scholarship

SHIPT | Communication Specialist - Birmingham AL

May 2017 - Nov. 2018

Educate and assist Shipt members and shoppers through the online grocery delivery experience

- Communicate via email, chat and phone with members and shoppers averaging 700 impressions per week
- Collect customer and shopper feedback to make suggestions for new features and tech improvements
- Listen and collect customer grievances resulting in over 200 member saves

OFFICE OF COMS AND MARKETING | Public Relations Intern - Auburn, AL

Aug. 2016 - May 2017

Supported the news team in ensuring the integrity, implementation and management of the Auburn University brand

- Edit and submit daily submissions for Auburn University student and faculty newsletters through Cascade content management system
- Write feature stories posted on Auburn University Newsroom
- Draft press releases and media advisories sent to local and state media outlets

CMT/VIACOM NETWORKS | Corporate Communications Intern - Nashville, TN

May 2016 - Aug 2016

Assisted the Corporate Communications department in promotion of CMT network-related news

- Create red carpet tip list, credential media and publicists and serve as photo runner for the 2016 CMT Music Awards
- Assemble bi-weekly TV highlights sent to over 700 media personnel
- Draft press releases and upload photos to the CMT press website
- Compiled coverage reports following press announcements and maintained weekly press reports on any network-related news

TEAK ISLE MANUFACTURING | Public Relations Intern - Orlando, FL

May 2015 - Jan. 2016

Established digital presence for Outdoor Nativity Set & Boat Outfitters brands and products

- Executed all PR initiatives for two branches of the company: Outdoor Nativity Sets & Boat Outfitters
- Utilized Photoshop to design ads and newsletters
- Photographed and edited merchandise for use on company website and ads

EDUCATION

Auburn University | Auburn, AL

May 2017

Bachelor of Arts in Public Relations

Minor in Spanish

SKILLS

Email Marketing
(Daxko Engage, Pardot and MailChimp)

Website Design
(Wordpress, HTML/CSS, GoDaddy, Wix, Cascade)

Design Software
(Adobe Suite specifically Photoshop, InDesign, Illustrator and Premier Pro)

Research
(Qualtrics, IBM SPSS)

Media Relations
(Press Releases, Media Pitching, AP Style, Public Relations Campaigns)

Management in Analytics
(Google Analytics, Hootsuite, Certified & SEO)