




# KACIE MCGHEE


MARKETING MANAGER


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## CONTACT

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## EDUCATION

### B.S. in Marketing

University of Arkansas


2017-2020


### Walton Honors Program


University of Arkansas

2017-2020


## SKILLS

 Content Writing


 Graphic Design


 Event Planning

 Project Planning

 Communications

 Web Design

 Branding

 Advertising

## EXPERIENCE

### Marketing & Client Relations Manager

*Lighthouse Financial (Jan 2022 - Present)*

- Managed events & community outreach
- Prepared newsletters and announcements
- Consulted small business owner clients
- Designed website, stationary, all client documents
- Programmed website for search engine optimization
- Served as the office's information technology specialist
- Managed and nurtured business partner relationships

### Marketing Specialist

*Flower Shop Network (Dec 2020 - Jan 2022)*

- Developed marketing plans for business growth
- Wrote and programmed blogs online
- Designed and wrote email campaigns
- Managed social media platforms for 50+ clients

### Marketing Intern

*Flower Shop Network (Aug 2019 - Dec 2020)*

- Developed graphic design skills with Canva & Photoshop
- Improved content writing skills
- Managed social media services for clients
- Managed client accounts and relationships
- Learned web design, programming, and optimization

## PERSONAL ACHIEVEMENTS

I spend my time outside of work teaching and connecting with people and teams. I've had the opportunity to guide marketing teams toward success, build brands from the bottom up for small businesses, and plan events to develop client relationships, boost company morale, and encourage teamwork.