

Professional Summary

Innovative marketing leader with expertise in data-driven strategies, cutting-edge technologies, and cross-functional collaboration. Passionate about leveraging digital tools to create compelling narratives and deliver personalized experiences that drive results.

Professional Experience

Digital Marketing Manager | Texas A&M Foundation

January 2024 - Present

- Spearhead hyper-personalization focused strategies across channels to enhance donor engagement and satisfaction
- Leading development and implementation of lead generation and nurture campaigns
- Drive marketing tech stack innovation, enabling personalized omni-channel communications
- Develop web application to standardize receipting process, improving donor communications and gifting experience
- Collaborating with Information Systems to integrate data-driven solutions into marketing strategies
- Support and coach university units and Association of Former Students on digital strategies, fostering collaborative marketing across Texas A&M ecosystem

Marketing Director | A.H. Beck Foundation Company

August 2022 - 2023

- Led complete website redesign, enhancing user experience and increasing conversions
- Developed and executed comprehensive brand and digital marketing strategies for company and subsidiaries
- Implemented new CRM system, optimizing customer engagement and internal workflow efficiencies for subsidiary
- Drove SEO and PPC campaigns, significantly increasing brand visibility and qualified web traffic
- Fostered alignment between sales, marketing, and customer service to maximize revenue growth and enhance the customer lifecycle

Independent Consultant | Tim McGee LLC

2010 - 2024

- Partnered with diverse clients to develop and execute bespoke marketing strategies and digital campaigns
- Led digital content campaigns leveraging video, podcasts, and social media to build compelling brand narratives
- Consistently delivered results within budget constraints by creatively allocating resources and optimizing available talent

Education

BBA, Entrepreneurship | Baylor University | 2012

Skills & Technical Proficiencies

Strategic Marketing & Branding	Digital Marketing & Analytics	Team Leadership & Mentoring
Marketing Technology	Content Strategy & Development	HTML, CSS, JavaScript, Svelte
Google Analytics, AdWords	Budget & Resource Management	Generative AI Technologies