

Joy Adele Carpenter

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Education

The University of Texas - Austin, TX
Houston Community College

Bachelor of Arts in Religious Studies and Philosophy 2008
Certificate in Social Media for Business 2012

Experience

Nevins - Houston, TX

Director of Marketing

January 2013 - August 2013

- Collaborated with CEO, Design Director, National Sales Manager and Creative to orchestrate rebranding initiative; evaluated all marketing projects to ensure results and brand alignment
- Earned trust of Sales Representatives and forged deep personal relationships via consistent email, phone and social engagement: listened to their needs and dreams; provided helpful - often entertaining - industry-specific insights, branded content, digital tools and resources designed to mobilize them and set them apart from their competition
- Invented and executed company social media strategy: conceptualized and crafted content to gain brand awareness, visibility, thought leadership, buzz and affinity with target audiences on Facebook, Twitter, LinkedIn, Pinterest, YouTube, Google+, Reddit and company blog
- Wrote press releases, product descriptions and all other marketing copy; secured media coverage in both online media and traditional print publications within industry: i.e., Interior Design Magazine, MyResourceLibrary, Interiors & Sources, Designer Pages, Archiexpo
- Set up Salesforce CRM to manage data, capture leads, grow relationships and augment sales
- Conceived and generated email marketing campaign: set up and managed iContact; wrote email copy; sent monthly messages to 20,000+ contacts; superb open and click-through rates
- Served internally as liaison between Sales Reps and Creative, and externally between company and designers, sales reps, dealers, manufacturers, etc.
- Identified and developed marketing opportunities

Mars Hill Productions - Missouri City, TX

Social Media Community Manager

January 2008 - January 2013

- Established social media presence via Facebook, Twitter, LinkedIn and Pinterest
- Created content calendar; delivered original content and copy on a daily basis
- Monitored and engaged in online conversations to foster a positive community vibe
- Search Engine Optimized various channels to ensure high ranking of MHP sites
- Wrote and edited marketing and web copy, scripts, study guide and newsletters

Other Relevant Experience

- Austin Social Innovation Hub - Austin TX: co-founded think tank / incubator
- SXSW Interactive, Film and Music Festival - Austin TX: managed venue
- TOMS Shoes - Santa Monica, CA: launched new product
- University of Texas, Department of Philosophy - Austin TX: edited university level textbook
- Ho Hai University - Nanjing, China: taught English

Personal Interests

- Live music, culture, community, dancing, service, philosophy, fashion, psychology, sewing