

Joy Adele Carpenter

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Education

The University of Texas - Austin, TX

Bachelor of Arts in Religious Studies and Philosophy

Ho Hai University - Nanjing, China

Mandarin Studies

Houston Community College

Certificate in Social Media for Business

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 collateral to ensure its alignment with new brand
- Earned trust of Sales Representatives and forged deep personal relationships via consistent email, phone and social engagement: listened to their needs and dreams; shared helpful - often entertaining - industry-specific insights, branded content, interactive tools and resources designed to effectively 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
- Managed social ecosystem: [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: Interior Design Mag, MyResourceLibrary, Interiors & Sources, Designer Pages, Archiexpo, etc.
- Set up Salesforce CRM to manage data, capture leads, grow relationships and augment sales
- Conceived and executed 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.

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 and daily delivered original content and copy; daily 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

Anthropologie - Houston, TX

Customer Care Specialist / Stylist

October 2009 - August 2011

- Created personal shopping experiences: provided image consulting, helping clients discover their personal style by building a wardrobe to enhance their unique appearance and lifestyle; maintained relationships with and profiles on over 200 customers
- Coordinated in-store events; led styling and production of fashion shows at outside venues
- Trained new hires
- Consistently met or exceeded sales goals

Austin Social Innovation Hub - Austin, TX**Co-Founder**

January 2009 - September 2009

The Austin Social Innovation Hub exists:

- To facilitate and foster cross sector collaboration in order to aid the support and advancement of social innovators
- To incubate, empower and promote ventures that not only make a profit but also create high impact solutions to social problems

SXSW Interactive, Film and Music Festival - Austin, TX**Stage Manager**

March 2009 - March 2009

- Hosted panelists and musicians, tech geeks, music lovers and entertainment seekers aplenty at SXSW's annual international conference held in Austin, Texas
- Managed the performance schedule and stage crew at one of the official SXSW Music venues
- Worked as a liaison between the SXSW Staff, venue and performers

TOMS Shoes - Santa Monica, CA

July 2008 - December 2008

"Crafty Sole" / Marketing and PR Agent of Change

- Co-designed and merchandised the first TOMS Pop-Up Store; generated traffic via word of mouth marketing; planned and hosted inspirational community events
- Successfully launched new product - the Wrap Boot; assisted in marketing plan, brand development and all areas of roll-out including budgeting, merchandising and promotion
- Developed marketing strategy and social networking campaign, resulting in multi-channel brand visibility and brand advocacy; strategized and booked a national promotional tour
- Interviewed, hired and coached campus representatives and brand ambassadors

Strasburg Children - Marietta, GA

September 2007 - January 2008

Visual Merchandiser / Assistant Manager

- Managed floor layout, product placement and merchandising displays to guide customer browsing and maximize volume
- Assisted in the development and implementation of direct marketing campaigns
- Key Holder: responsible for daily operations - opening, closing, inventory, bank runs, etc.

Blue Dragonfly Catering - Marietta, GA

July 2007 - December 2007

Assistant to Professional Chef / Event Manager

- Designed table displays and party décor; managed their assembly
- Assisted in menu planning and food and beverage preparation, presentation and service; produced exceptionally memorable events

University of Texas, Department of Philosophy - Austin TX

September 2006 - December 2006

Research Assistant

- Assisted in idea generation, research, writing, editing and organization of *Introduction to World Philosophy: A Multicultural Reader*: <https://webspaces.utexas.edu/bonevac/www/wp/Welcome.html>

Ho Hai University - Nanjing, China

July 2005 - June 2006

English Teacher / Special Events Coordinator

- Wrote and taught original curriculum in multiple subjects
- Conducted one-on-one tutoring and mentoring programs for underperforming students
- Planned and led various university events and field trips; served as M.C. for several functions

Personal Interests

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