

Joy Adele Carpenter

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Education

The University of Texas - Austin, TX
Houston Community College

Bachelor of Arts, Philosophy & Religious Studies (2008)
Certificate in Social Media for Business (2012)

Experience

Marketing Manager, SEED Property Group, Austin, TX February 2021 - November 2021

- Implemented, analyzed, and optimized innovative marketing strategies and necessary changes to ensure customer acquisition, retention, and growth
- Managed content calendar; produced and published marketing content and materials; wrote and sent monthly e-newsletters on behalf of 17 agents; created quarterly market reports; designed and mailed monthly postcards; designed graphics and flyers for agents; designed ads and executed advertising campaigns online and in printed publications
- Engaged hundreds of social media users with countless comments, direct messages, and reactions
- Grew followership on Instagram from 1350 to 1901, on Facebook from 1335 to 1585, and increased website views from an average of 100 per day to 1,130 per day
- Helped stage properties
- Advised agents regarding their individual social media accounts
- Planned and executed events
- Designed SEED apparel and promotional materials

Director of Marketing & PR, Perry, Shields, Campbell & Floyd, Austin, TX November 2017 - January 2020

- Created social media profiles on all relevant platforms; created social media calendar and posted engaging, original content, including photos, videos, graphics, memes, and gifs; replied to comments and messages quickly
- Designed, wrote, and created communications collateral (digital and print) for advertising, marketing, and recruiting purposes, including website copy, monthly e-newsletters, and job advertisements
- Drafted and edited legal documents, including Acquisition Opinions, Drilling Title Opinions, Division Order Title Opinions, demand letters, divorce petitions and counter petitions, etc.
- Identified advertising opportunities and secured advertising for certain divisions of the law firm
- Planned events: new employee welcome lunches, firm dinners, happy hours, parties, and annual high-profile conferences; identified and secured sponsorships for events
- Handled contract negotiations and relationships with key external vendors, partners, and agencies
- Coordinated communication and activity between departments
- Engaged in various aspects of client care
- Managed the office and created a warm, welcoming environment
- Prepared expense reports and vendor invoices for submission to finance department

Executive Assistant, [Waterstone Mortgage](#), Houston, TX March 2017 - October 2017

- Generally managed the office and inspired everyone to make it a marvelous day!
- Designed and created communications collateral (digital and print) for marketing purposes
- Assisted with social media
- Coordinated communication and activity between departments
- Managed Chief Loan Officer's email and schedule, made reservations, and booked travel
- Developed, managed and utilized CRM (Salesforce & Surefire)
- Planned events and catering: "mastermind breakfasts," realtor breakfasts, monthly team lunches, monthly company happy hours, birthday celebrations, and client appreciation events
- Engaged in various aspects of client care – i.e., hand-written notes, emails, gifts, events, etc.
- Organized and completed numerous projects (marketing & operational) within set standards and time frames
- Prepared expense reports and vendor invoices for submission to corporate office

Recruiter / Special Projects, Mars Hill Productions, Houston, TX January 2014 - March 2017

- Designed and executed recruitment strategy, including budget, creative, social media, advertising, preliminary screening, tracking and internal communication with executive staff; resulted in more prospects than any previous effort and at least one key hire
- Wrote, proofed, and edited a variety of communications content
- Planned events, including staff gatherings, board retreats, conferences, Christmas parties, and banquets; booked facilities, catering, and occasionally travel
- CRM setup, configuration, technical management, and training

Director of Marketing, [Nevins](#), Houston, TX January 2013 - August 2013

- Collaborated with CEO, Design Director, and National Sales Manager to orchestrate rebranding initiative; evaluated all marketing projects to ensure results and brand alignment
- Spearheaded company's first social media strategy; conceptualized and crafted on-brand, sharable content to gain awareness, thought leadership, buzz and affinity with target audiences on all relevant social media channels
- 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, Designer Pages, etc.
- Conceived and generated email marketing campaigns; set up and managed iContact; wrote email copy; sent monthly emails to 20,000+ contacts; superb open and click-through rates
- Served internally as liaison between sales representatives and creative team, and externally between company and designers, sales reps, dealers, manufacturers, etc.
- Set up Salesforce CRM to manage data, capture leads, grow relationships and augment sales

Social Media Manager, Mars Hill Productions, Houston, TX January 2008 - January 2013

- Created social media accounts and established a presence on Facebook, Twitter, LinkedIn, and Pinterest
- Created content calendar; created and delivered original content daily
- Improved ranking of MHP sites through search engine optimization across various channels
- Wrote and edited marketing and web copy, film scripts, study guide and newsletters

"Crafty Sole" / Marketing and PR, [TOMS Shoes](#), Santa Monica, CA July 2008 - December 2008

- Successfully launched marketing plan of new product, the Wrap Boot; engaged in all areas of roll-out, including brand development, marketing, budget forecasts and promotional materials
- Co-designed and merchandised the first TOMS Pop-Up Store; successfully generated exposure and traffic by planning, promoting, and hosting various community events
- Strategized and booked national promotional tour; leveraged social media to maximize success
- Created point of purchase displays used in hundreds of stores and tradeshows nationwide

Other Experience

- University of Texas, Department of Philosophy, Austin TX: Edited university level textbook
- Ho Hai University, Nanjing, China: Wrote and taught original curriculum; coordinated special events and field trips
- Anthropologie, Houston, TX: Personal Stylist; Produced fashion shows and events
- The Ammerman Experience, Houston, TX: Consulted on Social Media; assisted with communications workshops
- SXSW, Austin, TX: Managed the performance schedule, stage crew, performers, and volunteers at one of the official SXSW Music venues
- Blue Dragonfly Catering: Atlanta, GA: Designed table displays and party décor; managed their assembly; assisted in menu planning and food and beverage preparation, presentation, and service; resulting in exceptional, and memorable, events