

Joy Adele Carpenter

512.731.4058

joyadele.com

joyadelecarpenter@gmail.com



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

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

- Developed, managed and utilized CRM (Salesforce & Surefire)
- Engaged in various aspects of client care
- Created communications collateral (print and digital) for marketing purposes
- Organized and completed numerous projects (marketing & operational) within set standards and time frames
- Prepared expense reports and vendor invoices for submission to corporate office
- Coordinated communication and activity between departments
- Generally managed the office and inspired everyone to make it a great day!

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

- 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 to date
- Wrote, proofed and edited a variety of communications content
- 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 messages 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

- Established social media 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
- Anthropologie, Houston, TX: Personal Stylist; produced fashion shows and events
- The Ammerman Experience, Houston, TX: Consulted on Social Media; assisted with communications workshops