

My priority is first and foremost meaningful relationships that foster a positive culture in and around my work life! My second priority is resourcefully integrating communication strategies and to meet short and long-term goals. Efficiency is the key to my workplace happiness. To be a successful employee I need a clear vision, collaborative goals to achieve, and space to optimize existing procedures. Let's grow together.

## WORK EXPERIENCE

### Director of Membership and Marketing Troon | Southern Trace Country Club

10/2021 - 05/2023 Shreveport, LA  
*Southern Trace is home to a newly renovated golf course in North West LA. They have over 700 members, over 50% of which are golf.*

#### Achievements/Tasks

- Implement Innovative membership sales and marketing solutions leading to quantifiable performance measures
- Developed and maintained effective relationships with a portfolio of new and existing customers through an active and continuous understanding of key customer needs and preferences
- Customize and comprehensive sales & marketing strategies to grow the club and engage existing members

Contact : Christen Cousino - [christen.debar@troon.io](mailto:christen.debar@troon.io)

### Director of Communications Squire Creek Country Club

09/2019 - 10/2021 Choudrant, LA  
*Squire Creek is home to the number one golf course in the state of Louisiana. They have over 800 members, over half of which are golf.*

#### Achievements/Tasks

- Creative director delivering key messages and information to audiences average digital impressions by 30,000/month
- Verified SCCC on Google, activating business analytics
- Developed and managed brand collateral for both internal and external communication and marketing strategies
- Attended CMAA digital summits for continuing education

Contact : Rick Maier, CCM - 318-768-7000

### Communications Intern Charlotte Motor Speedway

06/2019 - 09/2019 Charlotte, NC

#### Achievements/Tasks

- Maintained CMS's media plan and brand's mission through written communication and social media content
- Assisted the marketing department in digital campaigns and content to drive ticket sales
- Creation and proof of press releases, marketing materials, and social media posts

Contact : Aaron Burns - 704-455-4406

## SKILLS

Customer Relations Strategic Communications

Marketing Strategies Writing/Proofing

Organization Public Relations

Account Management Relationship Building

## EDUCATION

### B.A. Communication Studies + Marketing Louisiana Tech University (3.48 GPA)

08/2016 - 05/2019 Ruston, LA

## ORGANIZATIONS

### LA Tech Student Government Association (SGA) (10/2017 - 05/2019)

*Public Relations Director. In 2019, we publicized mass clean-up efforts between the college and city after a tornado tore through Ruston, LA.*

### Louisiana Tech University Alumni Association (05/2019 - Present)

## AWARDS & HONORS

### Who's Who Among Students in American Universities (08/2018 - Present)

*The outstanding campus leaders of the year – national recognition by the Who's Who program marks a pinnacle of scholastic achievement.*

### Shell Eco-marathon Americas Communication Award (05/2019)

*My communication plan won 1st place at the international competition. My strategies were both international and fundamental.*

### Shell Energy Student Representative (02/2019)

*Shell handpicked 5 students to be in a YouTube Mini-Series with actress Kaley Cuoco, to promote alternative energies to youth.*

### Miss Louisiana Tech Pageant Third Runner-Up (10/2018)

*In 2018, I competed entirely outside of my comfort zone. This collegiate accomplishment took the most courage.*