

# Maci Tompkins

Marketing Professional

Blanchard, OK

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## Skills

InDesign

Illustrator

Photoshop

Google Analytics

Social Media Metrics

Event & Workshop Planning

Photography

Digital Marketing

Graphic Design

Website Design

Social Media

Content Creation

Copywriting

Project Management

Marketing Strategy

Creative and results-driven Marketing Professional with 7+ years of experience in the creative industry. Proven expertise in graphic design, social media management, marketing strategy, and photography. A strong and persistent problem-solver with excellent communication skills. Has successfully collaborated with diverse businesses and non-profits to deliver impactful marketing campaigns and drive brand growth. A natural leader with a passion for creativity and innovation.

## Education

*2015 - 2017*

### **Bachelor's Degree**

University of Central Oklahoma at Oklahoma

Strategic Communications

*2013 - 2015*

### **Associates Degree**

Oklahoma City Community College at Oklahoma

Journalism & Broadcasting: Emphasis in PR

## Employment history

*2022 - Present*

### **Marketing Specialist**

Girl Scouts Western Oklahoma at Oklahoma City

- Collaborate with internal teams to develop and monitor strategic marketing initiatives
- Develop and create an array of marketing materials, such as flyers, social media graphics, guides, brochures, programs, patch and shirt designs, and ensure brand guidelines are met
- Photographed all events for the council
- Develop and implement marketing strategies to increase membership and participation in Girl Scouts Western Oklahoma programs and events.
- Collaborate with internal teams to identify target audience and develop marketing initiatives that resonate with them
- Develop and manage social media campaigns to increase brand awareness and engage with target audience

# Employment history

2017 - Present

## Photographer, Digital Creative & Owner

Lulubird Creative, LLC

- Coordinate and host multiple shoots and retreats within Oklahoma, Oregon, and Montana. These included multiple vendors and attendees.
- Photograph and created content for western brands and influencers.
- Manage business operations, including scheduling and coordination.
- Mentor photographers entering into photography.
- Provide photography services for clients as a photographer, digital creative, and owner at Lulubird Creative, LLC.
- Develop and maintain relationships with vendors and local businesses to collaborate on photo shoots and events
- Develop and implement marketing strategies to promote photography services and attract potential clients
- Conduct market research to identify trends and opportunities in the photography industry, and provide recommendations for business growth and innovation.
- Negotiate contracts and agreements with clients and vendors to ensure mutually beneficial terms and conditions for all parties involved

2019 - 2020

## Marketing & Admin Assistant

Traditions Spirits

- Developed and maintained marketing aspects for more than 20 locations
- Created weekly social media content, graphics, and calendars for multiple locations and the corporate office
- Managed the company's online reputation and respond to customer reviews and feedback in a timely and professional manner to maintain a positive brand image
- Managed and updated website content for all locations to ensure accurate and up-to-date information for customers
- Assisted in the development and implementation of marketing strategies to increase brand awareness and attract new customers

2018 - 2019

## Supply Chain Buyer

WB Supply at Oklahoma

- Worked as a Supply Chain Buyer at WB Supply in the Oilfield market
- Collaborated with vendors and company stores to optimize stock levels and enhance ROI in Oklahoma locations
- Created company training packets and developed the company intranet
- Implemented cost-saving initiatives to optimize the supply chain process and reduce procurement expenses
- Identified and evaluate potential suppliers in the market and assess their capabilities to meet the company's product quality and delivery requirements
- Collaborated with cross-functional teams including sales, operations, and finance to align supply chain strategies with overall company objectives

2017 - 2018

## ACCOUNT EXECUTIVE

Vann & Associates

- Managed a minimum of 6 clients' social media accounts, creating engaging content, graphics, and ad campaigns
- Increased client reach and market strategies
- Worked on website content, newsletter press releases, and special projects
- Developed and maintained strong relationships with existing clients, ensuring high levels of client satisfaction and retention.
- Developed and implemented strategic account plans to achieve sales targets and expand client base.

# Employment history

2016 - 2017

## Claims Coordinator

Oklahoma Lottery Commission

- Processed checks for winners
- Marketing for new games and updates
- Worked with the state of Oklahoma to process large paying winnings
- Worked on research projects, special events, and created website content.
- Assisted in the development and implementation of marketing campaigns to promote lottery winners and increase brand awareness.
- Collaborated with legal team to ensure compliance with state regulations and laws regarding lottery claims
- Managed and maintained a comprehensive database of winners, including contact information and prize amounts, to ensure accurate and efficient processing of claims.

2016 - 2017

## Account Assistant

Koch Communications

- Assisted in creating engaging social media content and promotional giveaways for clients to increase brand awareness and customer engagement
- Covered events at Riverwind and WinStar
- Created monthly reports for clients
- Assisted in managing client relationships and providing excellent customer service