

QUALIFICATION SUMMARY

- Experienced online marketer with an emphasis in social media. Background in building effective online community/social media strategies, brand monitoring & management, blogging and content creation.
-

PROFESSIONAL EXPERIENCE

Social Media Consultant, *SonnyGill.com*, 2008 – 2009

- Helped companies build and connect with their communities through strategies in social media, blogger relations, community management, and brand analysis/monitoring
- Strategically positioned social media programs within current business models and marketing strategies

Marketing Analyst, *Cox Enterprises/Cox Auto Trader*, Norfolk, VA 2005 – 2008

- Developed consumer marketing strategies that increased brand recognition and leads
- Designed and executed online marketing campaigns aimed at community growth and retention
- Analyzed and delivered key web analytics reports & presentations on an individual and company-wide basis
- Further improved brand awareness through social media avenues; blogs, video and social networking sites
- Conducted primary and secondary research and analysis, including focus groups and online surveys, to capture behaviors, brand effectiveness, user engagement and opinions of consumers
- Created and implemented e-mail marketing campaigns that increased community membership and usage
- Developed event plans and business materials for automotive industry leading trade shows and events
- Remained current on social media trends and news through constant research and application

Marketing Coordinator, *Landmark Hotel Group*, Virginia Beach, VA 2004 – 2005

- Assisted with the creation of advertising and promotional proposals used throughout the Virginia Beach area
- Developed rates & strategies with the use of market research and competitive analysis
- Supported the execution of brand strategy of aligning company standards and operating procedures
- Assisted in overall hotel management and key marketing strategies to help maximize customer satisfaction

Marketing/Financial Associate, *Merrill Lynch*, Bath, OH 2003 – 2004

- Utilized network database for comprehensive client and market research
- Created and executed 401(k) seminars presented to potential clients
- Created presentations used for client meetings, illustrating financial risks and benefits of explicit investing options
- Formed a hypothetical prospectus on mutual funds for client sessions and conducted mutual fund decision making

ADDITIONAL EXPERIENCE

Customer Account Representative, *MBNA America*, Akron, OH 2002

Event Planning/Advertising Assistant, *Malone Advertising*, Akron, OH 2001

TECHNICAL SKILLS

Design & Development: Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Basic HTML/CSS

Web Analytics: WebTrends 8.0, Omniture, ComScore, Google Analytics, Google Adwords

Content/Data Management: WordPress, TypePad, Microsoft Office Suite

SOCIAL MEDIA

Experienced Social Networks

- Twitter | Facebook | Digg | StumbleUpon | Myspace | LinkedIn | Technorati | Del.icio.us | Mixx

Blogging Experience

- www.sonnygill.com – Thoughts, ideas and strategies on social media and community building
-

LEADERSHIP SKILLS

Hampton Roads Technology Group, Member and Speaker

Guru Nanak Foundation of Tidewater and Cleveland, Member and Community Volunteer

Director of Marketing Research, *Pi Sigma Epsilon* (Sales and Marketing Co-ed Business Fraternity)

EDUCATION

The University of Akron *Bachelors of Science*, Marketing Management; Akron, Ohio