

AJ Lacefield

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Motivated, results-driven communicator with professional experience in graphic design, content development, social media management, digital marketing, SEO, brand management, and paid ad strategy and implementation seeking challenging position that leverages these skills and provides a path for career advancement.

Experience

Legends

Marketing Manager, Columbus Crew SC, January 2020 – Present

- Content Strategy and Management (Social Media, Marketing Automation, Print)
- Ad Management (Social [FB, IG, TW], Google [Search and Display], TV, Radio)
- Project and Budget Management (Manage over 7 figure budget)
- Website and App Management (including launch of sales app)
- Marketing Campaign Strategy, Implementation, and Management
- Digital Event Management (Virtual Town Hall Series and Live-Streams)
- Manage various high-level conversations with ownership

GFS Chemicals

MarComm Specialist, December 2017 – August 2019

- Social media strategy, content creation, and implementation (organic and paid)
- Digital Content strategy, creation, and management (organic and paid)
- Budget Management
- SEO strategy and implementation
- Oversaw complete overhaul of website to transition to a full eCommerce site

AutoSweet

Digital Marketing, May 2017 – October 2017

- Content creation: emails, blogs, social media, website, flyers, case studies, etc.
- Project, website, and brand management
- Organic and Paid Social Media Management (strategy, design, and implementation)
- Digital Marketing strategy creation/implementation

Cott Systems, Inc.

Marketing Associate, May 2016 – May 2017

- Write and edit digital content, i.e. news releases, social media, blog posts, webpages
- Design and edit collateral (flyers, emails, data sheets, white papers, videos, etc.)
- Plan and administer webinars and marketing campaigns

Fairfield County Economic Development Department

Development Assistant, July 2015 – May 2016

- Write news releases and other communications materials for the department
- Digital Marketing Strategy and Implementation

Education

Heidelberg University – Graduated December 2014

Bachelor of Arts in Public Relations, minors in German and International Studies

Technical Skills

WordPress | Adobe Creative Suite | Google Suite | Google Ads and Analytics | Hubspot | Salesforce Marketing Cloud | Final Cut Pro | Marketo |