

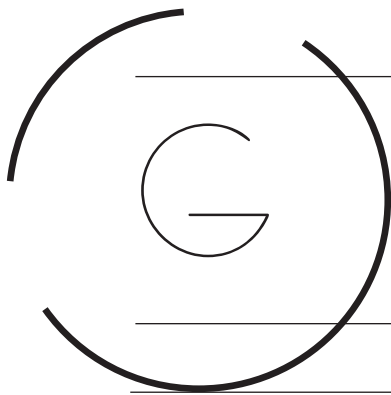
# GENEVA BELL

MARKETING & COMMUNICATIONS PROFESSIONAL

## PROFILE

Experienced growth marketer with a background in public relations and 2+ years experience increasing conversion rates for South Florida based car dealers. Seeking to leverage leadership excellence to garner independent marketing contracts.

CONTACT	EXPERIENCE
<p>P : (984) 329-5681</p> <p>E : Geneva@genevabell.com</p> <p> <a href="https://www.linkedin.com/in/genevabell">LinkedIn.com/in/genevabell</a></p>	<p><b>DIGITAL MARKETER &amp; BUSINESS COACH</b> GenevaBell.com / Miami / December 2017-Present</p> <ul style="list-style-type: none"><li>• Rebranded a Miami travel agent's business that included logo and website development.</li><li>• Spearheaded all branding across the web and distributed platforms for an independent travel agent.</li><li>• Got over 20k organic views and 100 shares on a YouTube video in less than six months without paying for advertisements.</li><li>• Redesigned websites for multiple businesses and helped facilitate branding efforts.</li><li>• Developed content and redesigned website for a Miami credit repair company.</li></ul> <p><b>MARKETING MANAGER</b> HGreg.com &amp; HGregLux.com / Miami / February 2016-Present</p> <ul style="list-style-type: none"><li>• Managed an annual marketing budget of over \$1.7M.</li><li>• Improved dealership's Better Business Bureau grade from an F to a B- in less than two months.</li><li>• Managed corporate communications with 20+ vendors at any given time.</li><li>• Familiar with various programmatic platforms such as Pocketmath, Simplifi, and Brandzooka.</li></ul> <p><b>SOCIAL MEDIA MANAGER</b> HGreg.com / Miami / August 2014-December 2015</p> <ul style="list-style-type: none"><li>• Organized community outreach event that included a monetary donation to a homeless shelter and employee volunteering in a soup kitchen. Promoted event across social media platforms.</li><li>• Developed social media campaigns that increase website visits and conversions.</li><li>• Managed company's online reputation across review platforms such as Google, Yelp, and Facebook.</li><li>• Developed original content for the company's blog to promote across social media platforms.</li></ul>
<h3>EDUCATION</h3>	
<p>Bachelor of Science in MEDIA &amp; COMMUNICATIONS Full Sail University 2015 Class Salutatorian 4.0 GPA</p>	
<h3>SKILLS</h3>	
<p>Wordpress ● ● ● ● ● ● ○ ○</p> <p>Adobe Creative Cloud ● ● ● ● ● ○ ○ ○</p> <p>Social Media Marketing ● ● ● ● ● ● ○ ○</p> <p>Email Marketing ● ● ● ● ● ● ○ ○</p>	



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## EXPERIENCE

### INDEPENDENT PUBLICIST

Luxe Art PR (D/B/A) / Miami / May 2014-May 2016

Experience as a publicist, media consultant, publicity professional, and television Booker. Achieved media placements for clients on Huffington Post, Latina Magazine, Venue Magazine, Haute Living Magazine, Miami New Times, Telemundo, Business Journals, NBC's 6 In The Mix and more. Primary responsibilities included:

- Draft, edit, finalize and distribute press releases and media kits.
- Build contacts within broadcast and print media.
- Yield successful placements of stories and interviews.

### EDITORIAL INTERN

Haute Living Magazine / Miami / September 2013-January 2014

Wrote stories, completed research, and fact-checked for the Miami magazine's managing editor. Other responsibilities included:

- Traveled to various locations to conduct interviews with public figures.
- Transcribed previously recorded interviews.
- Assisted *Haute Events* managing director with various tasks to ensure the success of large-scale events.

Google Analytics



Google Adwords



SEO



Branding



Content Development



Social Media Management



Website Development



Public & Media Relations



## INTERESTS

TRAVEL

TED TALKS

RADIO LAB

BLOGGING

ARTS & ENTERTAINMENT

## REFERENCES



Dawn Cunningham

P : (305) 759-8044

E : dawn@youjustpack.com

Professional Reference



Anita Wilson

P : (954) 589-3714

E : anitafayewilson@gmail.com

Professional Reference



Celina Jordan

P : (786) 718-4635

E : shortybow@comcast.net

Character Reference



Anthony Bell

P : (708) 692-9570

E : anthonybell4398@att.net

Character Reference