



Keshia Phillips

DIGITAL MARKETING MANAGER

/keshadigital
2,000+ Likes

@keshadigital
500+ Followers

@keshadigital
1,700+ Followers



(770) 731-3163



keshadigital.com
contact@keshadigital.com



4103 Fairington Club Drive
Stonecrest, GA 30038



I'm a digital marketer, visual designer, social media strategist, and creative director with over 5 years of experience who works tirelessly to capture and share brand stories that inspire people to engage.

My creative perspective has earned me opportunities to work on national, prominent campaigns with Fortune 500 clients, [appear on national television broadcasts](#), design product lines, [speak and educate](#), and launch multiple successful brands.

EDUCATION

Georgia State University

Associate of Science, High Honors,
Business Administration, 2018

SOCIETIES & ORGANIZATIONS

- Phi Theta Kappa Honors Society
- National Society of Collegiate Scholars
- American Marketing Association

EXPERTISE

Social Media Marketing	
Project Management	
Media buying	
Graphic design	
Content marketing	
Team Management	
Creative Direction	
Email Marketing	

EXPERIENCE



Digital Media Manager

Mighty Auto Parts | Norcross, GA | Sept. 2019 - Present

Oversees strategic digital initiatives and represents the company brand across various media channels. Oversees editorial calendar and communicates regularly with stakeholders.

- Led the organization through major digital milestones including two website redesigns, and a rebranding shift that established a clearly defined brand pyramid for the company.
- Strong understanding of the creative and administrative process required to operate a corporate digital media presence; including calendar and content planning, [branding concepts](#), design, and owned media strategy.
- Consistently bringing various graphic design projects in-house, saving company approximately \$6,000 per year in contracted labor expenses.
- Found ways to better measure advertising campaigns, social sharing, and conversion tracking by implementing 3rd party and proprietary tools.

Integrated Media Manager

Mighty Auto Parts | Norcross, GA | Sept. 2018 - Sept. 2019

- Increased Facebook engagement by over 300% within first month in position.
- Greatly increased the number of high quality videos and graphics for Instagram, which resulted in notable impacts to reach and engagement; Account grew from 800 to 2K+ followers within the first quarter in position.



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EXPERIENCE (CONT.)



Integrated Media Manager

Mighty Auto Parts | Norcross, GA | Sept. 2018 - Sept. 2019

- Facilitated the creation and execution of a [Digital Marketing School](#) for company franchisees. The school has added value to each franchise's B2B online marketing efforts and increased leads and engagement across all franchise social platforms.



Media Manager & Content Creator - Consultant/Independent Contractor

21st Century Leaders | ATL, GA | Dec. 2019 - Present

Provides dynamic social media graphics and consistent Wordpress support for the non-profit youth-driven organization 21st Century Leaders.

- Operates directly with Executive Director to create rich media designs advertised on all major social media channels.
- Performs continuous Wordpress website updates while creating dynamic and consistent design layouts for existing landing pages.
- Audited client's marketing and branding strategies and assisted them by suggesting ways to maximize their presence and relevance online.



Digital Marketing Manager/Creative Director/Owner

KP Digital | Lithonia, GA | June 2008 - Present

Skilled in Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premier Pro are highest proficiencies) along with Microsoft Office and Wordpress.

- Led and conceptualized the design, development and implementation of the graphic layout, and content strategy for [Afro.Baby](#), [Jari Tees & Custom Design](#), and what grew to be the premiere Atlanta parenting and lifestyle blog, WeGotKidz.com.
- Developed numerous marketing materials including logos, brochures, newsletters, infographics, presentations and web advertisements that yielded increased brand awareness and engagement.
- Created various email newsletters to complement blogs and highlight businesses like Atlanta's Artmore hotel and WeGotKidz.com. Collectively grew contact databases by more than 62%.

SOFT SKILLS

EMOTIONAL INTELLIGENCE

LEADERSHIP

TIME MANAGEMENT

CREATIVE THINKING

PROBLEM SOLVING

ACTIVE LISTENING

