



PROFESSIONAL SUMMARY

Marketing Coordinator at EnergyCAP, based in State College, PA, with expertise in event coordination, marketing campaigns, and CRM management. Skilled in digital storytelling and multimedia content creation, with a proven track record of boosting engagement and executing impactful brand strategies. Holds a Master's degree in Communication Studies with a focus on Digital Media Marketing and is proficient in using tools such as Adobe Creative Suite and HubSpot.

CORE COMPETENCIES

- Digital Marketing
- Event Planning
- Social Media Management
- Brand Compliance
- Content Creation
- Client Relations
- CRM Management
- Press Release Writing
- Email Marketing
- Print Marketing
- Video Editing
- Editorial Writing

PROFESSIONAL EXPERIENCE

ENERGYCAP, LLC, BOALSBURG, PA, JANUARY 2025 TO PRESENT

MARKETING COORDINATOR

- Coordinate logistics for tradeshow and field events, including booth setup, vendor services, travel arrangements, venue booking, and post-event analysis.
- Manage event-related communication, ensuring timely responses to inquiries and streamlined registration processes.
- Collaborate with cross-functional teams to implement and support marketing initiatives and campaigns, ensuring alignment with overall company goals.
- Maintain and update marketing data in CRM systems (HubSpot, Salesforce), ensuring data integrity and accuracy.
- Support the development and execution of marketing campaigns, including social media, video production, and community engagement.
- Generate expense reports and assist in budget tracking for events and marketing initiatives.
- Assist in the planning and execution of customer-facing programs, enhancing engagement and brand visibility.
- Ensure consistency and quality of marketing materials, maintaining up-to-date assets across platforms and media.

BARASH MEDIA, STATE COLLEGE, PA, JULY 2024 TO DECEMBER 2024

TOWN & GOWN ACCOUNT EXECUTIVE

- Sold advertising space in 30+ publications annually to local businesses and organizations, helping to grow businesses and drive economic development in Centre County.
- Developed and maintained strong client relationships by identifying business challenges and aligning tailored advertising solutions.
- Collaborated with clients and team members to create communication strategies that drive engagement and growth, matching the branding and goals of clients.
- Ensured timely collection of outstanding invoices and addressed client billing inquiries.
- Attended networking events to expand the client base and stay updated on industry trends.

CENTENNIAL LENDING GROUP, MAPLE GLEN, PA, JULY 2023 TO JULY 2024

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

- Created branded marketing materials and weekly social media content, aligning with corporate branding guidelines to promote consistency and engagement.
- Collaborated with the marketing team to strategically implement advertising, digital marketing, and communication plans, ensuring compliance and monitoring content on platforms like LinkedIn, Facebook, YouTube, TikTok, and Instagram.
- Set and reviewed monthly performance goals, utilized analytics to adjust marketing strategies, and identified opportunities for digital presence growth.
- Coordinated and managed the monthly distribution of gifts to the top 50 realtors of Sue Meitner, the company founder and president, to maintain strong relationships with referral partners.
- Efficiently handled one-off requests from loan officers for presentations, open house flyers, social media posts, and personalized marketing materials, ensuring timely delivery and adherence to compliance and company standards.
- Produced multimedia content, including short-form videos and podcasts, to tell impactful stories and enhance audience engagement.
- Managed content creation, analytics, and strategy for multiple platforms, achieving a 31.25% increase in Instagram followers within six months.
- Increased the company president's Instagram impressions by 35%, reaching 116K in six months, surpassing the prior benchmark of 85.85K.
- Coordinated logistics and executed monthly events for realtors, including venue selection, promotional materials, and post-event analysis, strengthening client relationships.
- Developed newsletters and email campaigns to target new audiences and maintain engagement with existing clients, driving increased retention and outreach success.
- Maintained CRM data in platforms such as Total Expert to track client interactions and support marketing initiatives.

RIP ROARIN PRODUCTIONS, WEST CHESTER, PA, APRIL 2023 TO JULY 2023

MARKETING TEAM LEAD

- Oversaw social media platforms, developing innovative content strategies to enhance audience engagement and brand visibility.
- Analyzed social media engagement to fine-tune content strategies for maximum impact.
- Produced and edited multimedia content, including video, graphics, and social media posts, to engage audiences and align with strategic goals.
- Recorded and edited high-quality video content for marketing campaigns, both in-house and on client sites.
- Handled client communications via email, providing timely solutions to ensure satisfaction.
- Assisted the CEO with daily tasks to ensure smooth operations.
- Coordinated with clients to craft detailed project proposals and creative concepts, producing high-quality marketing campaigns and promotional materials.
- Researched market trends to align content with target audiences and foster brand cohesion.
- Coordinated with clients and production teams to optimize project outcomes and bolster customer retention.

INTERN, DECEMBER 2022 TO APRIL 2023

- Received comprehensive training and actively participated in event live streams, gaining skills and expertise in delivering seamless live broadcasting experiences.
- Garnered skills in editing and recording footage for various video projects, including notable events such as the Downingtown East Challenger Football Super Bowl 2022, Harrison Dance Studios' The Nutcracker, Camp K9 Puppy Daycare Episodes, and promotional product videos featured on QVC.
- Supported team members with planning shoots, efficiently organizing and trimming raw footage, and sourcing appropriate motion graphics and royalty-free audio for multiple concurrent projects.

EDUCATION AND CREDENTIALS

Bachelor of Arts (B.A.) in Media and Culture (Video Production Concentration), 2023*West Chester University of Pennsylvania, PA***Master of Arts (M.A.) in Communication Studies Accelerated Program, including a Graduate Certificate in Digital Media Marketing, 2024***West Chester University of Pennsylvania, PA*

PUBLICATIONS

McGrath, M. (2024). *Social media comments of top athletes: A gender analysis* (Master's thesis, West Chester University). West Chester University Digital Commons. https://digitalcommons.wcupa.edu/all_theses/317

AWARDS AND HONORS

- Summa Cum Laude, West Chester University of Pennsylvania, 2023
- Video Production Award, Pennsbury High School, 2020

PROFESSIONAL AFFILIATIONS

- Diabetes Research Foundation Juvenile Ambassador, 2016 to 2019, receiving recognition from Congressman Brain Fitzpatrick for diabetes work accomplishments.

VOLUNTEERISM

- Planned and organized a Juvenile Diabetes Research Foundation (JDRF) walk team for several years, raising \$15,000+ and traveling to the Congress and Senate in Washington, D.C. to advocate for new medical legislation to local officials, and mentored newly diagnosed children during this period.

ADDITIONAL INFORMATION

Technical Proficiencies: WordPress, Motion Array, Airtable, Adobe Premiere, Adobe Creative Cloud, Final Cut Pro, Adobe Audition, Canva, Adobe Photoshop, Microsoft Office Suite, HubSpot, Adobe Illustrator, Social media, Meta Business Suite, Total Expert, Stream Yard, RSS Feed, Hootsuite, List Reports

Interests: Gluten-free cooking, Harry Potter, football