

Elaine Petitgout-Brice, MBA

(704) 421-3448 | meptitgout@gmail.com | Brunswick, GA
www.leafylaney.com

PROFESSIONAL SUMMARY

During my ten years of professional experience in digital marketing, I have developed a track record of achieving measurable results, such as increases in revenue, social media engagement, and organic traffic growth for previous employers. Known for my strategic planning, data analysis, and leadership, I am eager to apply these skills in my next role by managing and elevating a small creative team.

EDUCATION

Masters of Business Administration (MBA) 2018

Queens University of Charlotte

Bachelor of Arts, Communication Studies (University Honors) 2013

University of North Carolina, Wilmington

Dean's List award for academic excellence 2009-2013

EXPERIENCE

Content & Marketing Strategist, A.V.O Brands mm 2020 - Present

AVO Brands was built to discover better way to make change, spread love and support brands who practice social responsibility. Clients included Terrapin Care Station, Cheech and Chong, 40 Tons, KhuenPhu, Diablo Football Academy and more.

- **Digital Marketing Strategy:** Spearheaded content creation, social media management, and search engine optimization strategies in collaboration with agency partners, driving increased online visibility and engagement. One client saw growth of over 10,000 views from a single campaign.
- **Campaign Development:** Strategized, executed, and achieved measurable results for digital campaigns that were tracked through performance reports, including website statistics, and social media analytics.

- **Social Media Community Management:** Successfully stimulated follower growth and engagement by fostering vibrant online communities and consistently implementing brand systems through Canva design, photography, and video production.

Marketing Director, MediaJel

2019 - 2020

MediaJel developed a geo-targeting advertising technology that allows it's customers to serve ads and measure results in highly regulated industries. Clients included Mountain Remedy, Ember Valley, Green Lotus, 421 Show and more.

- **Content Marketing:** Conducted research, copywriting, and proofreading for agency and client content based on keyword research, industry trends, brand guides, and strategic goals ensuring quality and relevance across marketing channels.
- **Social Media Management:** Oversaw comprehensive social media efforts for 4 clients, 2 internal brands, 2 personal brands, and 1 podcast to foster a unified online presence across channels and strategies.
- **Business Development:** Provided crucial support to creative and strategic teams during client acquisition and client brand development projects, by developing presentations, writing brand foundation summaries, and providing SEO consultations.

Marketing Manager, Boxman Studios

2015 - 2019

Recognized by Inc. 5000, Boxman Studios has an innovative approach to modular and mobile architecture. By modifying shipping containers and purpose-building modular structures, they delivered restaurants, pop up retail, and experiential marketing venues for companies like Porsche, Clif Bar, Facebook, and Redbull.

- **Marketing Strategy Execution:** Lead organization marketing strategy including developing value propositions, segmentation, and brand standards.
- **Growth Marketing:** Developed annual marketing plans 2016 – 2018 that outline high-level objectives and include tactical action plans for achieving inbound lead, qualification, and revenue goals. This contributed to 16% KPI growth year over year, 60% revenue growth in 2017 and were on-track to realize additional 50% revenue growth in 2018.
- **Content Creation:** Lead content management of the website and sales funnel including, email marketing, and social media, ebooks, and sales presentations.
- **Executive Leadership:** Supported the Head of Business Development, Creative Director, and CEO as a member of the Executive Leadership Committee.
- **Team Development:** Trained and managed 3 direct reports through an internship program.

Content Marketing & Social Media, Burke Communications 2013-2015

Boutique website design and video production agency in Charlotte's Gold District working for clients including Lucky Clays Fresh, Anthony Sylvan Pools, Ingersoll Rand, NC Poison Control, BeaconMedaes, UNC Charlotte, and Food Lion.

- **Content Creation:** Partnered with account executives to develop content including social media posts, industry news articles, blog posts, search engine optimized website copy, advertising verbiage, press releases, video and radio scripts, and brochures.
- **Social Media:** Enhanced social media exposure for a range of brands including recruiting firms, hydroponics farms, disaster reclamation, and nonprofits by developing, maintaining, and engaging in meaningful conversations through Facebook, Twitter, Pinterest, and blog accounts.
- **Public Relations:** Develop Press Releases for B2B and B2C communication.
- **Search Engine Optimization:** Use Research and A/B Testing to maintain status as a go-to resource for SEO best practices. Applied Google Analytics KPIs to compose SEO-friendly content for websites and social media.
- **Reporting:** Compile and Analyze reports outlining strength and weaknesses of client's websites.

SKILLS & TOOLS

Word Processing: MS Office, Google Suite

CMS Tools: WordPress, Hubspot, Wix, Square Space

Adobe Creative Cloud: Photoshop, Lightroom; Premier, Illustrator

Social Platforms: Instagram, Meta, Pinterest, TikTok, LinkedIn

Social Media Management Tools: Canva, Sprout Social, Hootsuite, Hubspot

SEO Tools: Google Analytics, Ahrefs, Bright Local, Yoast, Rankmath, SEMRush

Project Management Tools: AirTable, Slack, Asana

AI Tools: ChatGPT, JasperAI, Descript

Content Techniques: Clustering, Link building, Pruning, Personas, Gated Content, Landing Pages, Automation.

AWARDS and RECOGNITIONS

- Social Media Chair, AAF Charlotte 2015 - 2016
- University Honors in Communication Studies, UNCW 2013
- Performance and Community Engagement Award, UNCW 2013