



# HAILIE BEAM, CHDM

## DIGITAL MARKETING + STRATEGIC SALES EXECUTIVE

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- Hospitality Sales & Marketing Association International (HSMIA) Certified Hospitality Digital Marketer
- HubSpot Inbound Marketing Certified & Google Analytics Certified
- Impact Radius Affiliate Partner Management Certified
- Social Media Examiner Success Summit & Affiliate Summit attendee
- B.F.A. Industrial Design, Savannah College of Art & Design | Artistic Honors Scholarship & Dean's List

- Multichannel B2B & B2C content strategy & creation
- Web design & optimization [HTML, CMS, WordPress, Google Analytics]
- Graphic design [Adobe Creative Suite]
- Social media management & marketing
- Email campaign strategy & optimization
- Microsoft Office, Apple iWork
- CRM [Salesforce, Revinat, Navis, BaseCamp, etc.]
- Print production knowledge
- Proficient & adaptable project management
- Ability to lead & direct others via training, counseling & delegating efficiently while maintaining enjoyable & healthy environment

### 2020 - present **Digital Marketing Executive (Freelance)**

- Marketing & Design Services for a variety of clients, specializing in: Digital & Affiliate Marketing, Travel Planning, Graphic Design, Brand Management, Web Design & Development, Social Media & Influencer Management + more

### 2020 - 2024 **Director of Strategic Partnerships**

#### **A Pup Above (Premium, award-winning dog food for premium pups | Remote)**

- Provide expertise, guidance, expectation management and measurable execution and results
- Implement consistent campaigns including recruitment, activation, optimization and placement negotiations
- Monitor daily performance to ensure continuous optimization and profitable sales growth
- Recruit, maintain, and retain key affiliate partnerships to foster growth
- Provide performance updates including financial forecasting

### 2020 - 2022 **Vice President of Marketing & Sales**

#### **Givling, Inc. (Patented crowdfunding mobile app; \$20M+ funded towards student loans | Remote)**

- **Promoted** from Business Development Executive upon 1-year mark
- Develop strategic & optimized inbound & outbound sales plans to promote growth & retention for hundreds of clients, including optimized campaign launches focused on each brand's KPI goals
- Graphics: overhaul & upgrade website, marketplace platform, mobile app, social, sales documents, etc.
- Social Media: ideate new strategies, implement & optimize various content advertising methods
- Analytics: paid & organic reporting, strategy implementation & optimization
- Content: build & augment informative & engaging content articles & distribute targeted Press Releases

### 2017 - 2020 **Senior Account Manager**

#### **All Inclusive Marketing (Award-winning digital & performance affiliate marketing agency | Remote)**

- **Promoted** from Associate to Account Manager upon 1-year mark, & to Senior Account Manager upon year 2
- Lead virtual team of Associate Account Managers
- Manage multiple brands across various industries via numerous network platforms
- Provide clients with expertise, guidance, expectation management & measurable execution & results
- Implement campaigns (recruitment, activation, optimization) & placement negotiations
- Monitor each program's daily performance to ensure continuous optimization & profitable sales growth

### 2013 - 2017 **Media Marketing Manager**

#### **Ponte Vedra Beach Resorts (Five- & Four-Diamond Resorts & Spa | Ponte Vedra Beach, FL)**

- **Promoted** after 6 months from Marketing Coordinator at 1 resort to Media Manager across all 3 entities
- Creative strategy proposal & execution to boost brand awareness & ROI
- Campaign reporting, budget & content calendar management for 12+ social media platforms
- Website & booking engine design & optimization; Online Travel Agency (OTA) maintenance & customer service

### 2013 - present **Volunteer Creative Director**

#### **Operation Enduring Warrior (100% volunteer non-profit 501(c)(3) supporting wounded veterans | Remote)**

- Provide pro bono brand management, design services, photography, social media content
- Lead team of graphic designers, photographers and web developers to optimize efficiency and engagement

growth

skills

experience

service