

BERKELEY CHADWICK

MARKETING COORDINATOR

PROFILE:

A proven adept writer and editor with the ability to craft compelling published content committed to excellence and making a meaningful impact.

EXPERIENCE:

Marketing Coordinator, Kirby Company

2023 - Present

- Lead writing, photography, and videography for new product launch; managing all asset creation, project management, and internal/ external collateral in collaboration with multiple functional stakeholders
- Responsible for 5+ corporate social media accounts, including ad campaigns worth \$10k+ per month, content creation, and 200+ posts per month to 60k+ followers
- Oversee marketing and web development team members to execute against social media strategy
- Manage transformation of 1M+ customer resource management (CRM) system to increase flow of data for prospect and customer profiles between manufacturing, customer support, and sales teams

Editor and Writer, Cleveland Magazine

2022

- Edited 100+ published stories; wrote 10+ published stories; edited 3+ print issues by meeting all required deadlines

Writer and Photographer, KentWired

2020 - 2022

- Led production of 20+ digital and print magazine issues; wrote 30+ stories; photographed 150+ images; won national College Media Association Pinnacle Award

Freelance, Commercial and Editorial Photography

2013 - 2022

- Pitched to brands like Parker Hannifin, Burger King, and Purina, and agencies like KP and Berkle Hagen successfully landing marketing campaign photoshoots
- Worked as lead photographer and editor for 1,000+ assets

Banker, PNC Bank

2016 - 2019

- Led mortgage lending relationships and investment vehicle sales for Branch region
- Managed \$29M+ book size, 90+ clients, and maintained 4.9 star satisfaction rating; resulted in exceeded bonus expectations

Marketing Coordinator, Platinum Real Estate

2013 - 2016

- Spearheaded marketing efforts for commercial and luxury residential brokerage firm, including digital comparative market analysis (CMA) containing market trends, analytics, financials, deal flow, and assets

EDUCATION:

KENT STATE UNIVERSITY

Bachelor of Arts in Journalism

- Teacher's Assistant (TA) for Photography and Fine Art and Journalism Classes

SKILLS:

- Holder of the Cannonball World Record driving from New York to Los Angeles in 27hr. 25min.
- Proficient in Adobe Creative Suite, CaptureOne, and GoProof
- Proficient in HubSpot, WordPress, and Salesforce
- Skilled in Microsoft Office Suite
- Working knowledge of HTML, CSS & Python, DOS, and JSON
- Advanced film photography, processing, and printing

CONTACT

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