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ABOUT

Results-oriented marketing communications leader with a proven track record of building brands, driving sales and census growth and writing impactful stories. Skilled in SEO/SEM, web development, event planning, graphic design, copywriting, advertising, sales and public relations, with a talent for identifying collaborations that evolve into business opportunities.

EDUCATION

- BFA Kutztown University, Kutztown PA
- **Auburn University [ATAC]** Servant Leadership **OOH Team**
- **STS Marketing College** Scholarship Recipient
Travel Marketing Professional Certification
- **UA Flawless Delivery** Hospitality Certification
- Continuing Education, HTML & Websites USA, Mobile, AL

COMPUTER SKILLS

- Operating Systems: MAC OS and Windows;
- Adobe CS: Photoshop, Acrobat, Illustrator, InDesign; Adobe Express
Other: Canva; iMovie; iPhoto; Toast; Constant Contact;
- Microsoft Office: PowerPoint, Publisher, Word, Excel, Outlook;
- Shopify; WordPress; Indeed; Google Analytics; Google Ads;
Meta Ads Manager; LinkedIn; Indeed;

EMPLOYMENT

- Dec. 2016 - Present** | Marketing Director | **ARK Restaurants** NY, NY. In 2016, ARK purchased Superb Foods, the management company of the Original Oyster House Restaurants, Geez Louise Boutique, the Boardwalk and Joe & Dave's Sauces & Seasonings. Marketed Rustic Inn, Fort Lauderdale, FL and Durgin Park, Boston, MA in 2017 and 2018.
- Oct. 2013 - Dec. 2016** | Marketing Director | Superb Foods, Fairhope, Alabama
- May 2004 - Oct. 2013** | Marketing Communications Officer, Creative Service MGR | Mercy Medical, Daphne, Alabama
- 2009-2012** | Independent contractor | Pilot Catastrophe, Mobile, Alabama
- 2002 - 2004** | Marketing Director | Balloons Everywhere, Fairhope, Alabama
- 1993 to 2003** | Marketing Services Manager | Hoover Materials Handling Group, Inc., Fairhope, Alabama

WORK EXPERIENCE

Marketing Leadership & Strategy

- Planned and executed all phases of marketing programs, serving as the liaison with business administrators, media, foundations and community organizations.
- Managed \$700,000+ marketing budgets, ensuring optimal allocation of resources. Developed comprehensive marketing plans, aligned to the company's strategic plan, contributing to strong sales growth and market share.
- Executed digital and traditional marketing initiatives, including website, social media, email campaigns, Shopify e-commerce, SEO, SEM and print and broadcast advertising.
- Developed successful events that increased engagement, showcased organizational mission and strengthened brand.
- Represented the company at events, educational presentations, unveilings, grand openings, job fairs, trade shows, etc.
- Led the Giving Back Program, supporting fundraising, scholarships and community sponsorships benefiting nonprofits and charitable organizations.

Campaigns & Content Development

- Developed Meta ads, Google PPC and Performance Max campaigns resulting in increased website traffic and retail sales; e.g. [\$17K] Black Fri. Cyber Mon. online gift card sales.

- Developed multimedia content (presentations, videos, reels and social media posts) for promos and strengthened brand loyalty.
- Wrote/designed sales tools, product catalogs, newsletters, video scripts, press releases, media kits, email blasts & brochures.
- Distributed marketing materials through sales teams, referral reps and community networks.
- Supervised staff, developed processes, mentored interns and implemented an archiving system for marketing assets.

Management

- Recruited employees and fostered staff engagement through education, recognition and creative communications [Brag Board] that enhanced workplace culture and performance.
- Secured and processed a \$32,000 reimbursement grant for Servant Leadership Training through Auburn University's ATAC.
- Negotiated contracts and secured cost-effective services for advertising, sponsorships, giveaways and media placements.
- Developed and managed budgets, ensuring precise accounting and forecasting.
- Established efficient procedures for project execution, media targeting and performance measurement.
- Conducted competitor analysis, collaborating with sales, executive management and engineering teams.

VOLUNTEERISM

- 2019-Present** **Oyster Gardener** Auburn University
- 2017-Present** **ACF** Oyster Shell Recycling Advisory Board
- 2016-Present** **Mercy Associate** Co-Leader | Sisters of Mercy
- 2009-2016** Program Chair, Photography, PR | Polo at the Point
- 2009-2016** T-shirt Designs | Bayside Volleyball
- 2013** JH Ranch | Outback University
- 2010, 2009, 2008** American Cancer Society Relay for Life

COMPETENCIES

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| Public Speaker | Fundraiser & Grant Writer |
| Shopify Developer | Event Planner |
| Writer, Editor & Photographer | Trade Show Brand Ambassador |
| Recruiter | Public Relations Specialist |
| Digital Advertiser | Media Negotiator |
| Illustrator & Logo Designer | Review & Retention Manager |
| Video Producer | Social Media |

AWARDS

- 2023** | Mobile Film Office Eva Award | **The Christmas Song**
- 2018** | Gardberg Award | **Ozanam Charitable Pharmacy**
The award recognizes people who support Ozanam's mission of providing medication to the poor and uninsured.
- 2017** | Gold Retailer of the Year | **Original Oyster House**
- 2017** | **Snowbird Fest: Favorite Restaurant**
- 2020, 2016, 2015** ARHA Stars Winning Nominations: **Spirit Award; Lifetime Achievement; and Restaurant Manager of the Year**