

ADDIE VERMILLION

CONTACT

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LINKEDIN.COM/IN/ADDIE-V/

SKILLS

META ADS MANAGER | LINKEDIN ADS MANAGER | SPROUT SOCIAL | SOCIAL MEDIA ANALYTICS | CONTENT CREATION | COPYWRITING | ADOBE LIGHTROOM | ADOBE WORKFRONT | LEAD GENERATION | SOCIAL LISTENING & TREND ANALYSIS | CLIPRO | SLATE | CAPCUT | ASANA | INTERNAL STAKEHOLDER COMMUNICATION

EDUCATION

COLLEGE OF CHARLESTON

↳ BA - ARTS MANAGEMENT
MINOR - MARKETING & STUDIO ART

AUG 2016 / MAY 2020

EXPERIENCE

CHARLOTTE HORNETS

↳ MANAGER OF SOCIAL STRATEGY

OCT 2024 / PRESENT

- CREATED AND PRESENTED DATA-DRIVEN REPORTS ON ORGANIC CONTENT, PAID SOCIAL CAMPAIGNS, AND SOCIAL LISTENING TRENDS, TRANSLATING DATA INTO ACTIONABLE INSIGHTS THAT INFORM STRATEGY.
- LED DEVELOPMENT AND EXECUTION OF PAID SOCIAL CAMPAIGNS, OPTIMIZING PERFORMANCE THROUGH ADVANCED AUDIENCE SEGMENTATION, CREATIVE STRATEGIES, A/B TESTING, AND RETARGETING.
- WORKED CROSS-FUNCTIONALLY WITH THE PARTNERSHIPS TEAM TO ACCURATELY EXECUTE BRANDED PARTNER DELIVERABLES ON SOCIAL, MAINTAINING BRAND INTEGRITY AND FULFILLING CONTRACTUAL OBLIGATIONS.
- DROVE A 537% INCREASE IN LEADS GENERATED FOR TICKET CAMPAIGNS, CONTRIBUTING DIRECTLY TO SEASON-LONG MEMBERSHIP SALES AND DELIVERING SIGNIFICANT ROI.
- MANAGED AND EXECUTED ALL BRANDED CONTENT ACROSS PLATFORMS, INCLUDING INSTAGRAM, FACEBOOK, X, TIKTOK, THREADS, YOUTUBE, AND SNAPCHAT, ENGAGING AN AUDIENCE OF OVER 11M FOLLOWERS.

↳ SENIOR COORDINATOR OF DIGITAL STRATEGY

OCT 2022 / OCT 2024

- LED DEVELOPMENT AND EXECUTION OF PAID SOCIAL CAMPAIGNS, OPTIMIZING PERFORMANCE THROUGH ADVANCED AUDIENCE SEGMENTATION, A/B TESTING, AND RETARGETING.
- LAUNCHED THE ORGANIZATION'S INFLUENCER STRATEGY, BOOSTING REACH AND ENGAGEMENT WITH LOCAL PARTNERSHIPS, GENERATING \$40K IN EARNED MEDIA VALUE.
- PRODUCED ONE OF THE HIGHEST-PERFORMING CONTENT PIECES OF LAMELO BALL WHICH GENERATED 20 MILLION IMPRESSIONS AND 1.8 MILLION ENGAGEMENTS ACROSS ALL PLATFORMS.

↳ COORDINATOR OF DIGITAL STRATEGY

MARCH 2022 / OCT 2022

CAROLINA BEER CANDLES

↳ FOUNDER & CO-OWNER

JUN 2018 / PRESENT

- HANDCRAFTED ALL CANDLES, MANAGED INVENTORY, AND OVERSAW FULFILLMENT.
- DEVELOPED AND EXECUTED THE COMPANY'S SOCIAL MEDIA STRATEGY.
- BUILT AND MAINTAINED THE COMPANY'S WEBSITE, ENSURING A USER-FRIENDLY EXPERIENCE.