

# ADDISON VERMILLION

## CONTACT

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## EDUCATION

### COLLEGE OF CHARLESTON

↳ *BA - ARTS MANAGEMENT  
MINOR - MARKETING & STUDIO ART*

## EXPERIENCE

### CHARLOTTE HORNETS

↳ *SENIOR COORDINATOR OF DIGITAL STRATEGY*

MARCH 2022  
/ PRESENT

- BUILD PAID SOCIAL CAMPAIGNS, TARGET AUDIENCES, RETARGETING EFFORTS, & AD COPY.
- USE NATIVE ANALYTICS AND SPROUT SOCIAL TO PROVIDE SOCIAL PERFORMANCE REPORTS.
- WORK WITH PARTNERS ON THE DEVELOPMENT, IMPLEMENTATION, AND OPTIMIZATION OF CAMPAIGNS.
- MANAGED AND EXECUTED ALL PARTNERED CONTENT ON VARIOUS SOCIAL MEDIA PLATFORMS

### CAROLINA BEER CANDLES

↳ *FOUNDER & CO-OWNER*

JUNE 2018  
/ PRESENT

- LEAD END-TO-END OPERATIONS INCLUDING CLIENT ACQUISITION, DIGITAL MARKETING, AND SALES.
- PREPARE AND FULFILL ALL CANDLE ORDERS FOR DISTRIBUTION.
- DEVELOP CONTENT AND COPY FOR SOCIAL MEDIA, INCLUDING PAID CAMPAIGNS.
- ORGANIZE AND HOST POP-UP EVENTS TO PROMOTE AND SELL PRODUCTS.

### CANDLEFISH

↳ *EXPERT CHANDLER*

AUGUST 2019  
/ APRIL 2020

- CONDUCT CANDLE-MAKING WORKSHOP CLASSES FIVE TIMES WEEKLY.
- GUIDE CUSTOMERS THROUGH PERSONALIZED FRAGRANCE EXPLORATION OF CANDLEFISH LIBRARY AND RETAIL FLOOR.

## SKILLS

SPROUT SOCIAL, META ADS MANAGER, TIK TOK ADS MANAGER, ADOBE PHOTOSHOP, ADOBE LIGHTROOM, CLIPRO, SLATE, TAGGER, AIRTABLE