



Mary-Frances Garner

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EXPERIENCE - 3+ years

Brand Neue Co.

August 2021 - present

Account and Project Coordinator

- Serve as communication liaison between clients, sales, and creative team. Organize and manage multiple projects from kick-off to completion. Work on wide range of projects including digital, print, video, environmental graphics, and more. Support senior creatives with design, proofreading, writing, and coding. Assist with business operations and client support.

Hueman Collective Magazine

October 2020 - August 2021

Marketing Intern

- Created and implemented a marketing strategy to monetize virtual community magazine through business partnerships, social media campaigning, and advertising

WEGL 91.1 FM

August 2017 - May 2021

Marketing Director

- Managed and created daily content all social media platforms and all external communications. Designed and distributed promotional items

Radio Disc Jockey

- Planned and hosted a weekly live "funk" themed show

Music Director

- Communicated directly with music labels to update the music library and DJ's on up & coming artists

Harbert College of Business

Spring 2018 - May 2021

Business School Ambassador - Executive Society

- Served as an official host of the college and its most important events. Lead tours of the college to prospective students, alumni, & donors

Student Council

- Hosted meetings and events with students and faculty to communicate concerns and suggestions between the groups

Student Government Association

Fall 2019 - May 2021

Campaign Media Coordinator

- Planned, created, and distributed content including graphics and video for candidate campaigns at a university with 35,000 students. Through my efforts, three of my four clients won their elections.

Kappa Delta Sorority

Fall 2018 - Fall 2019

Vice President Marketing & Public Relations

- Managed various media platforms, projects and events, created content, and communicated important chapter information to current and alumnae members

Montreat Conference Center | Montreat, NC

Summer 2018, 2020, 2021

Wilderness Ranger

- Maintained over twenty hiking trails, lead community hikes, and taught/practiced outdoor living skills

Summer Staff

- Organized multiple recreational events for children ages 9-18 and led multiple outdoor and overnight activities

SKILLS/CERTIFICATIONS

Website Management
Campaign Coordination
Branding
Copywriting
Graphic Design
Social Media Advertising
Project Management
Microsoft Office
Adobe Creative Suite
Google Analytics
Hubspot Content Marketing
HTML/Code/SEO

EDUCATION

Auburn University | Auburn, AL

May 2017 - May 2021

Bachelor of Science in Business Administration - cum laude

Major: Marketing | Minors: Graphic Design, German

Study Abroad: Summer 2019 | Vienna, Austria

HONORS AND AWARDS

Lambda Sigma (top 50 freshmen)

Rho Lambda (outstanding Panhellenic women)

Cardinal Key (top sophomores)

Delta Phi Alpha (Top German Students)

Outstanding Portfolio Award Finalist