

Joy Necessary

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SKILLS

Social Media Management | Chamber Master CRM | Salesforce | WordPress | HTML & CSS | Microsoft Office | Google Suite | Google Analytics | Adobe Creative Cloud | Canva | SEO and SEM | Print Ads | Email Marketing | Constant Contact | Social Ads | Corporate Event Marketing | Direct Mail Marketing | Client Filings | Marketing Strategy | Project Management | Verbal Communications | Written Communications | Content Creation |

EDUCATION

Harvard School of Business (HBS)

Digital Marketing & DTC Strategy Certification

- Tackled website design, creating a user-friendly and visually appealing online presence.
- Focused on conversion rate optimization, implementing strategies to increase the number of visitors taking desired actions.
- Explored OTT advertising, experimenting with placing ads on over-the-top streaming services.
- Conducted A/B testing, comparing different versions of elements to see which ones performed better.
- Implemented SEO best practices to improve website ranking in search results.
- Ran PPC campaigns, driving targeted traffic to the website through paid advertising.
- Leveraged social media marketing to connect with the target audience and build brand awareness.
- Utilized email marketing to nurture leads and keep customers engaged.
- Partnered with influencers for influencer marketing, reaching a wider audience through trusted voices.

Rasmussen University

Paralegal Certification

- Delved into legal ethics, gaining a strong understanding of professional conduct and client confidentiality.
- Supported family law matters, assisting attorneys with cases involving divorce, child custody, and child support.
- Honed legal writing skills, drafting legal documents such as motions, briefs, and correspondence.
- Gained experience in law office management, assisting with tasks like case file organization, calendaring, and client intake.
- Contributed to civil litigation, assisting attorneys with preparing for trials and hearings in non-criminal disputes.
- Explored criminal law and procedure, learning about the legal process for criminal cases.
- Completed a paralegal capstone internship, applying classroom knowledge to real-world legal situations.

East Tennessee State University | Bachelor of Science (BS), Nutrition & Health Research

- Contributed to the National Honor Society, upholding academic excellence and participating in service projects.
- Joined the American Dietetics Association, staying connected with the latest developments in the field of dietetics.
- Actively participated in the Nutrition Club, learning about healthy eating habits and promoting them within the community.
- Engaged with the Health Professionals Club, exploring various healthcare professions and gaining valuable insights.

EXPERIENCE

Marketing Manager

2023 - Present

Chamber of Commerce | Tarpon Springs, FL

- Develop and manage a comprehensive marketing plan to effectively promote the Chamber of Commerce and its member businesses.
- Oversee multiple social media channels by creating engaging content that resonates with your target audience.
- Coordinate and execute marketing initiatives for events, programs, and membership drives to ensure their success.
- Collaborate with the Chamber President and meet to gain a deep understanding of their specific marketing needs.
- Maintain and update the Chamber's websites and other marketing materials to ensure consistent branding and accurate information.
- Analyze marketing data and track results to measure the effectiveness of your campaigns and make data-driven decisions.
- Photograph events and socials to capture high-quality visuals for promotional materials and social media posts.
- Organize and market all events, including breakfasts, lunches, business after hours gatherings, social events, and ribbon cuttings (typically one or two events per week).

Skills: Marketing Strategy | Social Networking | Marketing | Event Management | Graphic Design | Fundraising | Digital Marketing | Print Design | Project Management | Customer Relationship Management (CRM) | Social Media Marketing

Marketing & Salesforce Consultant

2021 - 2023

JoyCloud | Hybrid | Tarpon Springs, FL

- Spearheaded the development and execution of data-driven marketing strategies, tailoring them to the unique needs of various clients.
- Configured and managed Salesforce Marketing Cloud (or equivalent) to streamline marketing campaigns and automate workflows, fostering efficiency.
- Dissected marketing campaign performance to glean actionable insights and empower clients with data-driven recommendations.
- Integrated marketing efforts seamlessly with Salesforce CRM to ensure a cohesive customer experience across all touchpoints.
- Continuously honed knowledge of the latest marketing trends and Salesforce updates to maintain expertise and provide the best service to clients.
- Leveraged excellent communication and presentation skills to foster effective collaboration with clients, ensuring clear project understanding and successful outcomes.

Skills: Salesforce.com Administration | Salesforce.com Consulting | Digital Marketing | Salesforce.com Implementation

Published Author, & Educator

2020 - 2023

Get Fit Gal | Hybrid | Tarpon Springs, FL

- Crafted high-quality, informative articles, podcasts, and other written content on a variety of health and fitness topics.
- Developed educational resources, such as workshops, courses, or online modules, to promote a well-rounded approach to fitness.
- Stayed up-to-date on the latest health and fitness trends to ensure content accuracy.
- Collaborated with the Get Fit Gal team to brainstorm content ideas and maintain a consistent brand voice.

Skills: Writing | Social Media Marketing | Instructional Design | E-Learning | Live Video Streaming | Digital Publishing | Nutrition | Sports Nutrition | Fitness Training | Fitness Instruction | Fitness Consulting | Gerontology

Co-Founder, CMO, COO, & Board Member

2003 - 2019

Center Street Securities | Hybrid | Nashville, TN

- Developed, edited, and managed all marketing, including seminars, TV show, radio shows, and published book
- Kept client and company records accurate, current, and compliant by monitoring records and addressing variances
- Obtained documents, clearance certificates, and approvals from local, state, and federal agencies
- Entered details such as payments, account information, and call logs into the client teaching system
- Oversaw transfer of client cash, & check investments to ensure they were received by investment companies
- Developed and maintained excellent client relations and used excellent client relations and used executive communications to foster and nurture positive relationships with clients, brokers, and insurance & investment companies.
- (Two seminars per week with 30 to 50 people attending, One radio show per week, Filming one TV show per month, Hosting client events with approximately 200-500 attending, hosting Christmas Party with 300-700 attending)

Skills: Marketing | Communications | Client Relationship Management | Data Entry & Recordkeeping | Regulatory Compliance | Implementing Strategy | Negotiations | Account Management

Co-Founder, COO, & CMO

1996 - 2016

Thacker & Associates | Hybrid | Bristol, VA

- Thacker & Associates reigned supreme as the region's "Best Financial Planner" for six consecutive years.
- Spearheaded all marketing initiatives, encompassing development, editing, and management of seminars, a TV show, radio shows, and a published book.
- Maintained meticulous client and company records through diligent monitoring, ensuring accuracy, currency, and compliance.
- Successfully secured documents, clearance certificates, and approvals from local, state, and federal agencies.
- Inputted details like payments, account information, and call logs into the client teaching system for accurate record-keeping.
- Oversaw the seamless transfer of client cash and check investments, guaranteeing their receipt by investment companies.
- Cultivated and nurtured positive relationships with clients, brokers, and insurance & investment companies by fostering excellent client relations and employing effective executive communication.
- (Hosted board meetings and lunches for up to 25 people, Two dinners per week with 30 to 50 people attending, Quarterly events & meetings with 50-100 people attending, Quarterly Mailings to 200-500 people, Christmas Party with dinner & entertainment for 300-700 people)

Skills: Editing | Content Creation | Brand Awareness | Written & Verbal Communication | Client Relations Marketing | Communications | Client Relationship Management | Data Entry & Recordkeeping | Regulatory Compliance | Implementing Strategy | Negotiations | Account Management

Co-Founder, COO, & CMO

2002 - 2006

Rockwood Stables | Bristol, VA

- Developed advertising and marketing materials to promote services or products.
- Organized medical and health safety protocols to ensure the well-being of boarded animals.
- Created lesson schedules to structure learning for students.
- Ensured the safety of students during lessons and summer camps by providing close supervision.

- Supervised daily tasks and projects, guiding staff and ensuring task completion.
- Instructed students in the art of Western horseback riding, fostering their riding skills.

Skills: Horse Health & Safety Protocols | Animal Nutrition | Organizational skills | Western Riding Techniques | Scheduling | Student Safety | Student Management | Effective Teaching Methods | Horse Care

Co-Founder, COO, & CMO

1993 - 2003

Frontier Financial Group | Hybrid | Bristol, VA

- Streamlined new business procedures, ensuring a smooth onboarding process.
- Upheld exceptional customer service protocols, fostering positive client interactions.
- Prioritized client and customer satisfaction by implementing effective strategies.
- Efficiently secured medical records from physicians for client insurance policies.
- Organized and maintained office supplies and filing systems to ensure smooth operations.
- Managed company financials, ensuring accurate financial reporting.
- Scheduled appointments and maintained the office calendar for optimal workflow.
- Edited marketing materials, correspondence with insurance companies, and insurance policies for clarity and accuracy.

Skills: Business Procedures Management | Organizational Skills | Filing Systems Maintenance | Office Calendar Management | Communication Skills | Written & Verbal Communication | Customer Service | Client Satisfaction | Bookkeeping | Basic Accounting | Financial Management | Multitasking | Time Management | Editing | Attention to Detail

Pharmaceutical Technician

1987 - 1989

HealthCare Partners | Part Time | Richmond, VA

- Delivered pharmaceutical supplies and medications to patients.
- Filled prescriptions accurately, ensuring completeness.
- Stocked and maintained the inventory of IV supplies and medications.
- Trained IV specialists, equipping them with the necessary skills to provide competent care.

Skills: Sterile Technique | Stocking Management | Basic Patient Care | Medication Dispensing | Attention to detail | Communication skills | Organizational skills

Achievements

Best Financial Planning Firm 6 Years in a Row | NALA-Paralegal Association | State of Florida Notary | Florida Insurance Agent | Certified Personal Trainer | Social Media Certification-Hootsuite | Published Author | Certified Speedreader | American Dietetic Association | PTA Treasurer | Best Washington County, VA PTA President | First Place Regional PTA President | Started First Beautification Project at the local school | Founder of the first Christmas 4 Local Families | Citizenship Award at Metropolitan Hospital | Pianist/Organist | Caring Clowns Connection | Goal accomplished raising money for 15 mile Swim for Cancer | Raised money for 28 miles in February for Shriner's Children's Hospitals | American Diabetes Association Walk-A-Thon | Raised over \$20,000 for The Junior League of Bristol, TN for playground equipment | Beds for Kids & Sleep in Peace in Florida | Cops & Kids Literacy program in Florida | Chairman, Read Across America in Tennessee/Virginia | Co-Chairman, Second Harvest Food Bank in Tennessee/Virginia | Paramount Theatre Usher | Abuse Alternatives for Women | Cooking for Kids, Co-Chair | Backpacks for Kids | Friends of Honeymoon Island Environmental Stewardship | Sailability for those disabled | Registration Coordinator for Special Olympics | Tarpon Springs Citizen's Academy