

# MAELYBETH WALKER

Master of Science in Marketing | ePortfolio: [maelybeth.com](http://maelybeth.com)

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 Sparta, Tennessee  
Willing to Relocate

 [www.linkedin.com/in/maelybeth-walker/](http://www.linkedin.com/in/maelybeth-walker/)

## SUMMARY

Creative marketing professional with experience developing social media strategy, brand campaigns, and engaging digital content for businesses, nonprofits, and statewide organizations. Proven success increasing reach and engagement, leading rebranding initiatives, managing cross functional teams, and translating consumer insights into compelling brand experiences.

## EDUCATION

**M.S. - MARKETING**  
University of Tennessee  
Knoxville, TN  
May 2024

**BSBA - MARKETING**  
**Minors: Business Management and Social Science**  
Tennessee Technological University  
Cookeville, TN  
May 2023

## PROFESSIONAL EXPERIENCE

**Marketing Coordinator**  
Tennessee Technological University / Cookeville, TN / October 2024-Present  
  
Oversee statewide marketing strategy, brand management, and integrated communications for Tennessee Tech University's partnerships with state agencies.

- Lead program rebrands, directing visual identity, messaging, and multi-channel marketing strategies to strengthen brand recognition across Tennessee.
- Manage statewide outreach initiatives, personally delivering presentations to more than 100,000 students, educators, and community members.
- Recruit, train, and manage marketing and social media intern teams while analyzing marketing performance and preparing quarterly reports.

**Adjunct Professor**  
Tennessee Technological University / Cookeville, TN / August 2024-Present  
  
Develop coursework and university partnerships centered on social media strategy, campaign development, and practical, project-based learning while staying current on industry trends and evolving digital platforms.

- Teach courses in Digital Marketing, Brand Campaign Management, Advertising, and Principles of Marketing, emphasizing social media strategy, content planning, digital campaign execution, and consumer engagement.
- Establish and nurture partnerships with local businesses, nonprofit organizations, and statewide marketing agencies to develop client-facing campaigns, providing students with hands-on experience.
- Continuously evolve curriculum by analyzing current brand campaigns, product launches, algorithm changes, and consumer behavior, ensuring students develop strategies aligned with today's social media landscape.

## SKILLS

**Marketing & Brand Strategy:**  
  
Social Media Strategy  
  
Brand Management  
  
Digital Campaign Management

**Platforms & Design:**  
  
Meta Business Suite  
  
Canva  
  
WIX

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## Communication & Leadership:

Team Management

Partnership Development

Public Speaking

## CERTIFICATIONS

### Google Ads - Measurement

Google

November 2023

### Google Analytics

Google

November 2023

### Bloomberg

Bloomberg

June 2022

## HONORS

### College of Business Hall of

Fame Nominee

May 2023

### Study Abroad Marketing

Challenge Winner | University  
of Limerick

June 2022

Miss Tennessee for America  
(Nationals Semi-Finalist)

June 2021-June 2022

## EXPERIENCE continued

### Marketing Coordinator

Bangs and Blush Beauty Collective / Knoxville, TN / March 2024-August 2024

Drove brand growth for an award-winning beauty collective recognized by *Brides* and other leading wedding publications.

- Managed social media strategy, content calendars, and multi-platform publishing, increasing reach by 127% and engagement by 72.8%.
- Collaborated with Stand Out For Good Inc. to capture behind-the-scenes content from Altar'd State and affiliated brand e-commerce campaigns, strengthening brand visibility and industry partnerships.
- Maintained brand consistency across digital and print assets by designing branded merchandise and collaborating with web designers to optimize website performance and SEO.

### Advertising Intern

Tennessee Technological University / Cookeville, TN / Sept. 2022-May 2023

Developed creative assets for statewide public safety campaigns across paid social, radio, billboard, digital, and landing pages.

- Created multimedia campaign assets for Tennessee Highway Safety Office initiatives, contributing to a distracted driving campaign that exceeded the PSA benchmark CTR by 0.04% (a 66.67% increase) and a paid social campaign supporting the agency's \$1.5 million annual contract.

### Director of Social Media and Marketing

Kappa Delta Sorority / Cookeville, TN / Dec. 2021-Dec. 2022

Directed digital marketing across the organization's website and social media platforms.

- Increased engagement by 74.58% and reach by 212.5% while leading a social media team, building local partnerships, and executing PR initiatives.

### Marketing Intern

Upper Cumberland Human Resource Agency / Cookeville, TN / Oct. 2021-Sept. 2022

Supported branding, marketing communications, and community outreach initiatives for public transportation services across a 14-county region.

- Designed promotional materials and analyzed feedback from 700+ community surveys to inform marketing strategies, strengthen community relations, and improve service communications.