

Barbara Lamont

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PROFESSIONAL PROFILE

Outstanding Digital Marketing specialist recognized for excellence in organizational leadership, Marketing strategy, social media content creation, and a talented team player. Seeking a full-time position in digital / social media marketing starting Spring 2024.

CORE COMPETENCIES

Creativity | Communication | Conflict Resolution | Team Leadership | Organization | Adaptability | Attention to Detail | Strategic Planning

TECHNICAL SKILLS | LANGUAGE SKILLS

Canva | Microsoft Office | Sales | Spanish | SEO | A/B testing | Social Media Management | Mailchimp | HubSpot | Figma | Google Ads

EDUCATION

Bachelor of Business Administration in Marketing

University of North Texas, Denton, TX

Major GPA: 3.6

Expected Graduation Date: May 2024

HONORS / AWARDS

Dean's List, G. Brint Ryan College of Business

Fall 2020 - Spring 2024

Outstanding Work and Dedication to Eaglethon

Spring 2023

MVP of The Executive Board - American Marketing Association

Spring 2023

Study Abroad: The Global Tech Experience

Summer 2023

EXPERIENCE

Marketing and Social media Intern, Moogi Health, Remote Denton, TX

December 2023 - Present

- Working on Social media content strategy to boost brand visibility and engagement. Overseeing creation, planning, and research, ensuring alignment with brand messaging for a strong launch.
- Collaboratively working with the marketing team to refine content strategy, ensuring alignment with SEO best practices and market trends to maximize impact upon release.
- Developing and editing compelling social media content to engage our target audience, with a special focus on bilingual material for English and Spanish speakers, enhancing both reach and inclusivity.

Marketing Intern, Santa Cruz Communications, Remote Denton, TX

June 2023 - August 2023

- Developed content across social media platforms, creating eye-catching graphics and videos. Worked with content calendars using social media management tools to grow online engagement.
- Undertook media monitoring tasks and created client reports to enhance understanding of campaign impacts.
- Prepared PR materials, press releases, biographies, pitch letters, helping to shape public narratives and increase brand visibility.

Digital Marketing Student / Intern, Global Tech, Denton, TX

June 2023 - July 2023

- Two-month intensive marketing program, working with SEO-driven website content optimization and dynamic management of social media presence, fostering community engagement, and executing targeted campaigns.
- Developed and executed data-driven Meta ad campaigns, crafting innovative digital marketing strategies that amplified brand exposure and customer reach.
- Utilized design thinking and empathy maps to grasp company goals and customer personas, emphasizing deep client understanding and connection in marketing.

Insurance Agent, AFLAC, Frisco, TX

May 2021 – December 2022

- Honored with the Fast Star Certificate, Super FastStart certificate, and Fireball Plaque for outstanding sales performance.
- Daily prospecting strategy, contacting 20 potential clients and making 20 follow-up calls, increasing appointment bookings and enrollment conversions.
- Conducted in-depth consultations with clients, demonstrating a 95% success rate in matching client requirements to optimal insurance coverage, enhancing customer satisfaction and policy retention.

LEADERSHIP | CAMPUS | COMMUNITY INVOLVEMENT

President, The American Marketing Association

Spring 2020 – Present

- Oversee and coordinate the efforts of other executive board members and team leaders. Establish and maintain relationships with industry professionals, speakers, and potential partners.
- Develop and execute a strategic plan for the organization's goals and activities. Represent the organization's interests within the student body and at relevant campus meetings. Increased membership by 50% and achieved a 95% meeting and event planning success rate.

Marketing Student Director, Professional Leadership Program

Fall 2021/Spring 2022 (Student) – Fall 2023 - Spring 2024 (SD)

- Created a semester-long Marketing Plan, amplifying social media presence by consistently posting 3-4 times weekly, including video reels and posts, with an account reach of over 3,000 and video views past 1,000.
- Improved social media branding by establishing a uniform color scheme and templates, resulting in a cohesive aesthetic that contributed to a 6% increase in follower count within two months. Oversaw the production of marketing collateral, including web content, blogs, and email newsletters, aligning with brand identity and business goals.