


Felicia McCoy

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 <https://bgpromotionsinc.com>

Summary

Over 13 years in the technical industry. Helping companies build their digital platforms along with educating them on how to maintain their company's foundation. Teamwork makes the Dreamwork!

One of our major highlights, we helped one of our clients, SCM, reach 2nd Place in Social Media Marketing in the US in 2021. With a variety of marketing strategies, being consistent and dedicated, we continue to help SCM reach their accomplishments. Leadership is important to us and we lead our clients on to success and solve any problems that arise. We take pride in seeing the growth of our clients because we see the results of our work.

We are motivated and professionally able to effectively identify and quantify process improvement opportunities. Possess strong verbal and written communication skills. Self-sufficient and operates effectively with minimal to no supervision. Computer related skills include all programs within Microsoft Office Suite, SAAS, Cloud Computing, HTML, Adobe, Adobe Photoshop, Outlook, Lotus Notes, MS-DOS, Windows, SAP, Oracle HRMS, MAS90, Great Plains, ADP PC/Payroll, Java Script, PeopleSoft, GRATUS, CRM Developer

Also proficient in Digital Marketing, Consulting, Teaching, Content Creation, SEO/SEM Specialist, E-Commerce, Google Ads Display Certification, Google Ads Video Certification, CRM Developer, Web Developer

Experience



Digital Marketing Consultant

BG Promotions, Inc. Marketing Consultant Agency

Feb 2010 - Present (13 years 1 month)

- Market Research
- Account Management
- Problem Solving Implementing Solutions
- Marketing Consultations
- Start Up Digital Platforms
- Digital Marketing, Social Media Marketing, Email Marketing
- Social Media Advertising
- Ads Design
- Photography and Videographer Production
- Video Editing and Productions
- Google Ads and Google Analytics
- Content Creation, Graphic Designs, Flyers, Blogs, E-Mail Campaigns
- Build Website, Landing Pages, Web Design, E-Commerce
- Digital Media Advertisement Buying, Online Advertising
- SEO, SEM, Keywords, Tags Evaluations & Analytics
- Coach and Train Digital, Technical Tips, Tools and Terminology
- Manage & Engage Social Media
- Direct Mail Services
- Bulk Printing Distribution Services

- Create Marketing Plans and Advertising Campaigns
- CRM Database



Digital Marketing Consultant

Signature Contingent Management, LLC

Mar 2020 - Present (3 years)

- Market Research
- Account Management
- Problem Solving Implementing Solutions
- Marketing Consultations
- Digital Marketing, Social Media Marketing, Email Marketing
- Social Media Advertising
- Ad Designs
- Google Ads and Google Analytics
- Content Creation, Graphic Designs, Flyers, Blogs, E-Mail Campaigns
- Digital Media Advertisement Buying, Online Advertising
- SEO, SEM, Keywords, Tags Evaluations & Data Analytics
- Coach and Teach Digital, Technical Tips, Tools and Terminology
- Manage & Engage Social Media
- Video Editing and Productions
- Create Marketing Plans and Advertising Campaigns

Education



DeVry Institute of Technology

BS, Humanities



Jackson State University

BA, Accounting

Skills

Digital Marketing • Digital Media • Digital Strategy • Marketing Consulting • Social Media Marketing • Email Marketing • Market Research • Content Marketing • Creative Content Creation • Video Marketing

Honors & Awards



2nd in Social Media Marketing - SocialHP

Jan 2022

We helped Signature Contingent Management be in the top 10 most active Large-Sized Staffing Services companies on social media in the US!

Through our Digital Marketing Strategies!!!