

# Anfernee Young

## Communications Specialist

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### Summary

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Thorough and reliable Communication Specialist with a strong ability to create promotional campaigns for marketing platforms and execute successful content engagement with organization partners. Advanced in marketing by being proactive and punctual, with a team-oriented mentality. I bring strong work ethic and excellent organizational skills to any setting. I am eager to learn new skills and advance my knowledge with hands-on fast pace experience.

### Experience

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Tiff's Treats (Nashville, TN)

July 2017 - Current

#### *Marketing Coordinator*

- Directed market planning and research with finance and IT teams to identify new business opportunities to increase brand awareness.
- Oversaw product launches in new and existing markets including public relations, direct mail pieces, trade partners, customer relations, and e-mail campaigns.
- Partnered cross-functionally to define social and digital marketing strategies in support of business objectives on peak holidays sales and coupon promotions.
- Oversaw new store openings and coordinated event promotion.
- Partnered with customer relations and sales during customer consultations to build agency.
- Managed growth of 3 other markets (Atlanta, Charlotte, and Lubbock) providing quarterly marketing plans including apartment and commercial sampling and social media influencers.

#### *HR Administrative Assistant/Office Manager*

- Manage employee data in HRIS management system.
- Audit employee information for new, current and past employees for compliance.
- Create and distribute weekly communication tools that provide companywide focus points, policy updates and improvements.
- Review and contribute to policy updates and improvements that come with company growth.

Emmis Austin Radio (Austin, TX)

June 2016 - Aug 2018

#### *Promotions Coordinator*

- Coordinated 4 special events per month and Instagram and Facebook social media collaborations with local event venues such as Austin City Limits, SXSW, University of Texas Athletics and etc.
- Partner with radio station sales department to develop appealing promotional packages to run on-air and during live activations.
- Run social media sites such as Facebook, Instagram, and Twitter seeing a 33% increase engagement in less than 2 months with a growth of 98% impressions.
- Remote broadcast to event venues: drive station vehicle to and from events, set up/tear-down of broadcast IT equipment for on-air talent, photograph events, on-air broadcast and interact with the customers.

### Education

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American University

*Strategic Communications*, MA  
Washington, DC

University of Texas at Austin

*International Relations and Global Studies*, BA  
Austin, TX

## Projects

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### New Market Launch – Nashville, *Tiff's Treats*

- Moved from Austin, TX to Nashville, TN to run the launch of the new market for the company.
- Built the marketing and sales efforts in Nashville from the ground up building connections and increasing brand recognition with 8 local events a month with over 1000+ attendees with Bridgestone Arena, Nissan Stadium, Country Music Hall of Fame, Nashville Pride, Big Brothers Big Sisters, etc.
- In the first year of the market, saw a 102% growth in sales from 2018-19 to 2019-20.
- Achieved 36 marketing events and campaigns when asked for 20 in quarterly objectives in 2019.
- Coordinated the establishment of 4 stores in the new market in 3 different cities including developing management and hourly employees, in store operations and delivery, and organization of supply chain.

### Tennessee Titans, *Tiff's Treats*

- Launched partnership with NFL Tennessee Titans to help increase 30% Nashville sales for Tiff's Treats and 120% brand recognition among 20-35 age groups.
- Coordinated social media, digital and website, and live in-game promotions at 11 home games per football season.
- On-air live product delivery to ticket holders and fans on the Nissan Stadium JumboTron during scheduled promotions during football games while posting live on Tiff's Treats social media accounts (Instagram and Facebook).
- Coordinated in person activations such as setting up tent, handing out free product/swag, crowd interaction and events like Titans 5k run giving out over 100,000 cookies.
- Partnered with Nissan Stadium food and beverage to sell product to stadium licensed suites holders.

### Vanderbilt University Athletics, *Tiff's Treats*

- Launched partnership with Vanderbilt University Athletic department to help increase brand awareness and developing a culture with the student life.
- Coordinated social media initiatives and website/mobile app campaigns on their website and at 7 home football games, 6 live parachute drops at Basketball games, and live activations at 2 baseball games.
- Product delivery on all home games and in 2 person interviews on-air per season to talk about Tiff's Treats.
- Participated in social functions on campus such as sorority charity events, new student orientation, and Vanderbilt Medical Center.

## Skills

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| <ul style="list-style-type: none"><li>• Social Media – Instagram, Facebook, Twitter, TikTok.</li><li>• Branding and brand reporting to promote customer attraction and recognition.</li><li>• Promotions planning</li></ul> | <ul style="list-style-type: none"><li>skills for field marketing and digital marketing.</li><li>• Campaign development with food and retail business.</li><li>• Documentation and Reporting on</li></ul> | <ul style="list-style-type: none"><li>Microsoft Word and Microsoft Excel.</li><li>• Graphic Design Proficiency in Adobe Photoshop and Premier Pro.</li></ul> |
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