



Contact

📞 423-356-8349

✉ ChattanoogaMarketingCo@gmail

🌐 ChattanoogaMarketingCo.com

📍 Chattanooga, TN

Summary

I'm known for taking projects and making them mine with minimal help and killer intuition to understand the tone and branding of each task. My intuition & creative thinking skills help me seamlessly identify and highlight the "selling points" through my graphic designs and content.

Chattanooga Marketing Co
Owner

May 2021-Present

Scarlett Rutherford

MARKETING

- Social Media Management
- Social Media Ad Campaigns
- Email Campaigns
- Creative Writing
- Branding
- Graphic Designing (Post cards, banners, signs, magazine ads, digital graphics, etc.)
- Website & Landing Page Design
- Event Marketing & Planning

PLATFORMS OF PROFICIENCY

Excel, Google Docs, Excel, Google Calendar, Google Slides, Google Drive, Docusign, Authentisign, Powerpoint, Multiple CRMs, Mailchimp, Constant Contact, Calendly, API Nation, Wix, Canva, Clipchamp, Chat GPT and much more!

OPERATIONS

- Scheduling meetings & reminders
- Maintaining the overall organization of the team
- Preparing materials for meetings
- CRM development & lead management
- Creating follow up systems & processes
- Creating, implementing & following onboarding & offboarding plans
- Interviewing potential staff & vendors
- Large event planning
- Researching & continuing to learn about new ways to generate business & other team building ideas
- Establishing clear reporting lines
- Monitoring any materials, communications or processes for errors
- Monitoring effectiveness of platforms & systems
- Problem-solving swiftly & methodically
- Using strong intuition to make executive decisions based on the core values & expectations of the business
- Understanding business rules, regulations and compliance standards to properly oversee outgoing materials