



Mary-Frances Garner

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205-601-2081

EXPERIENCE - 5+ years

Lou Hammond Group

Account Executive

February 2023 - present

- Establish media relationships through thoughtful outreach and strategic partnerships. Develop strategy direction and execute event planning. Pitch, secure and prepare media visits. Lead communications with regional, national and international clients and their stakeholders in the tourism and hospitality industries.

Account Coordinator

February 2022 - February 2023

- Executed pitching and press release research, drafting and distribution. Copywrote media kits, biographies and other press materials. Handled weekly, monthly and yearly reporting. Developed strong knowledge of client industries and markets.

Brand Neue Co.

August 2021 - February 2022

Account and Project Manager

- Communicated and oversaw details for project details for a variety of clients. Contributed to projects through design, proofreading, writing, coding and overall creative direction. Assisted with business operations and processing.

WEGL 91.1 FM

August 2017 - May 2021

Marketing Director

- Managed and created daily content for all social media platforms and all external communications. Designed and distributed promotional items.

Radio Disc Jockey

- Planned and hosted a weekly live "funk" themed show.

Music Director

- Communicated directly with music labels to update the music library and DJ's on up & coming artists.

Student Government Association

Fall 2019 - May 2021

Campaign Media Coordinator

- Planned, created, and distributed content including graphics and video for candidate campaigns at a university with 35,000 students. Through my efforts, three of my four clients won their elections.

Kappa Delta Sorority

Fall 2018 - Fall 2019

Vice President Marketing & Public Relations

- Managed various media platforms, projects and events, created content, and communicated important chapter information to current and alumnae members

Montreat Conference Center | Montreat, NC

Summer 2018 & 2020

Wilderness Ranger

- Maintained over twenty hiking trails, led community hikes, and taught/practiced outdoor living skills

Summer Staff

- Organized numerous recreational events for children ages 9-18 and led multiple outdoor and overnight activities

EDUCATION

Auburn University | Auburn, AL

May 2017 - May 2021

Bachelor of Science in Business Administration - cum laude

Major: Marketing | Minors: Graphic Design, German

Study Abroad: Summer 2019 | Vienna, Austria

Honor Societies: Lambda Sigma (top 50 freshmen), Rho

Lambda (outstanding Panhellenic women) Cardinal Key

(top sophomores), Delta Phi Alpha (Top German Students)

Outstanding Portfolio Award Finalist

SKILLS/CERTIFICATIONS

MuckRack/ Media List Building

Strong Writing Skills + AP Style Knowledge

Influencer Marketing

Campaign Coordination

Project + Event Management

Branding

Photography + Adobe Creative Suite

Google Analytics

HTML/Code/SEO

Website Management