

ALICIA TAPLIN

PROFESSIONAL EXPERIENCE

Contract Team Lead – COVID Programs

Catholic Charities of the Archdiocese of Galveston – Houston

September 2020 – December 2020

- Supervises team of eligibility specialists supporting the Harris County Emergency Financial Assistance program
- Responsible for the day-to-day oversight of programmatic operational functioning and works closely with the Vice President, programs, finance and development teams
- Maintains timely contact with qualifying clients, appropriate interactions, timely collection of required documentation and verification of required documentation
- Performs precise and accurate documentation of services provided, including client files and entries into the program database
- Oversees submission of payment requests to the finance department and rectifying of payments to client files

Reading Language Arts Teacher

August 2014 – June 2015; August 2018 – August 2020

3 years

- Developed and implemented lesson plans that fulfilled requirements of the district's curriculum and adhered to stated guidelines
- Created lessons that reflected accommodation for differences in learning styles
- Established efficient classroom management procedures
- Provided a variety of planned learning experiences using a variety of media methods in order to motivate students and utilize best available time for instruction
- Established a system of student evaluation
- Kept accurate records of student information

Marketing Manager

Sodexo

June 2015 – July 2016; May 2017 – August 2018

- Developed quarterly and yearly marketing communications growth strategy to increase revenue, drive profit and encourage engagement
- Developed and tracked visual merchandising in cafes and markets
- Trained local team on national marketing programs to support company operations and increase customer participation
- Supervised multiple staff members including graphic designer, marketing coordinator and interns
- Planned projects and events in collaboration with local management team and client's representatives on a weekly basis.
- Tracked financial outcomes for corporate reporting purposes
- Managed marketing initiatives for improvement such as surveys, merchandising, national programs and pricing
- Provided digital communication pieces for use within client corporate offices and common spaces

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Houston, Texas

SKILLS

Technical

Mail Chimp
Constant Contact
Hubspot
Salesforce
HootSuite
Wordpress
Insight & Analytics
Microsoft Office
Adobe Creative Suite
Canva
Social Media
Digital & Print Campaigns
Email Marketing

Professional

Marketing Communications
Market Research
Public Relations
Project Management
Writing
Sales
Community Outreach
Fundraising
Training & Development
Grant Compliance

- Created and implemented diversity and inclusion campaigns for both internal and external stakeholders
- Developed and implemented campus promotions to increase sales and customer satisfaction, including design, production and distribution of all marketing materials
- Maintained client brand standards and provide marketing resources and support to divisional staff
- Created, edited and published press releases and online news on behalf of client and Sodexo
- Hosted monthly events to engage customers, employees and the local community
- Promoted and implemented sustainability practices across campus
- Developed and managed online presence on Twitter, Facebook, and Instagram
- Implemented national, divisional and regional marketing initiatives that aligned with Sodexo brand standards and requirements

Director of Marketing & Guest Experience

Compass Group

July 2016 – May 2017

- Spearheaded development of a measurable marketing plan for 13 retail units, one resident dining hall, catering operations, stadium concessions and the Boca Raton Bowl
- Identified and advised on products, marketing improvements and enhancements
- Managed public relations and maintained positive communications and relationships with clients and internal/external media
- Created schedule for marketing and merchandising audits in each dining location and developed action plans to increase profit and visibility
- Developed and conducted public presentations to students, parents and other campus constituencies at student orientations and other events as necessary
- Directed and managed the duties of the marketing team to ensure that tasks were completed and deadlines met
- Managed online communication to include website, Facebook, Twitter, Instagram and YouTube
- Worked with university personnel to conduct market research of products and services through collecting, analyzing and translating data into action plans and programs suitable for campus
- Researched and reported on trends and patterns of diverse audiences as well as how to improve services and sales

Campaign Marketing Specialist

Leukemia & Lymphoma Society

September 2012 – August 2014

- Assisted in developing and implementing marketing plans
- Oversaw grassroots list and local event expos
- Created communication for prospects and alumni across the state
- Maintained training website through content management system
- Coordinated social media efforts, including Facebook, YouTube and Instagram
- Served as liaison for prospects, alumni and office communication regarding events and fundraisers
- Assisted with individual and group fundraising initiatives for active participant

EDUCATION

Doctor of Education in Organizational Leadership

Abilene Christian University - Anticipated Graduation 2023

English Language Arts (4 - 8) Certificate

Region 10 Educational Service Center

Master of Science in Public Relations

The University of Southern Mississippi

Bachelor of Arts in Mass Communications, Minor in Hospitality Management

The University of Southern Mississippi