

ICENIC T. FRAZIER

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EXPERIENCE

Marketing Coordinator | Moroch, Dallas | July 2019 – July 2020

Support strategic local marketing plans and manage projects for 39 markets including 651 franchises and 248 budgets in the East Region on the Midas Auto Service account; maintain accurate media flowcharts for all assigned markets; track and report on KPIs; organize and adjust budgets as necessary, and/or communicate budget concerns; submitted invoices for over 30 markets; traffic and optimize ad campaigns for markets across Facebook, Instagram, Gmail, Programmatic Display, Yelp, Paid Search, Google Discovery, radio and television; analyze sales and monitor local market trends; provide local plans and competitive research for implementation during in-person, video and tele-conferences; place media orders and work with print vendors directly to execute mailing schedules within deadlines; write and distribute marketing alerts to franchisees; build rapport with franchisees, vendors and agency partners on a weekly basis. *Reason for leaving: COVID-19 furloughs and restructuring*

AT&T Corporate Advisory and Analytics Fellow | Hill+Knowlton, Dallas | March 2018 – May 2019

Oversaw and provided quality control on fellows' data assignments and delivered findings to supervisors; prepared reports and analysis pertaining to FirstNet, including determining media tone and volume of coverage relating to first responders, public safety and national outages; assisted the media intelligence team by writing reports, gathering data and daily deliverables on behalf of client; contributed to a number of high-priority diversity and inclusion decks and initiatives for AT&T executives; utilized platforms such as Cision, Brandwatch and Sprinklr for reports, media contacts, data and analytics, and social media research; was responsible for the Daily Google Social report and weekly Devices and Accessories deliverable; monitored industry competitors, developed weekly competitive calendar of events and created end-of-day summaries on industry competitors; and provided support to data and analytics, competitive intelligence and media intelligence teams across vertical platforms.

Marketing Assistant | Water3 Texas, Dallas | March 2017 – March 2018

Provided support to the manager on various projects in the startup development phase; coordinated and scheduled promotional events during SXSW and presented proposals and briefs for prospective investors and partners; and was responsible for developing and creating potential layouts and web designs for the American website launch.

Public Relations Intern | APCO Worldwide, London | June 2016 – August 2016

Surveyed citizens in London on UK decision to leave the EU and reported findings used in APCO research models and strategic campaign development; conducted extensive research for global and prospective clients; assisted clients with various campaigns; created and updated media lists; and monitored clients during conference.

Research Assistant | CNN, Manchester and Dallas | February 2016 – May 2016

Supported Dr. Rita Kirk and Dr. Dan Schill in political research on undecided voters in Manchester, New Hampshire during its primary; vetted and recorded 300+ responses from participants prior to and during focus groups; dial tested focus group of undecided voters; updated live reporters on focus group statistics when needed; stayed abreast of primary and caucus results and predictions throughout election season. All results and analyses were used in CNN broadcasts.

Marketing Communications Lead | Maguire Center, Dallas | August 2015 – December 2015

Managed a team of seven members and tested various marketing strategies for "Tipping the Scales for Children Conference." Coordinated weekly group meetings; researched persisting ethical issues within Dallas County including food deserts, childhood obesity and equitable access to dietary standards and nutritional guidance; presented strategies to director to see which strategies delivered optimal results for the conference.

EDUCATION

B.A. in Corporate Communications and Public Affairs Minor in History

Southern Methodist University, December 2016

SMU-in-London Communications Program

Regent's University, Summer 2016

SKILLS

Smartsheet
Google Analytics
Tableau
Polygraph Media
Basecamp
Cision
Brandwatch
Sprinklr
CSS 3
SPSS
AP Style