

BAILEY WINGATE

MARKETING PROFESSIONAL

EDUCATION

B.S IN JOURNALISM

UNIVERSITY OF FLORIDA

DECEMBER 2020

M.A IN INTEGRATED

MARKETING COMMUNICATIONS

UNIVERSITY OF WEST

ALABAMA

EXPECTED MAY 2025

AREAS OF EXPERTISE

Digital Content Development and Social Media Management

- Produced compelling multimedia content for Sharp Management Corporation's 20 properties
- Created and executed social media marketing plans for SWITCH Instagram account
- Created fliers, visuals, and written content for SWITCH Instagram page, Wembly at Overlook's Facebook page and UF NPHC's Instagram page
- Successfully spearheaded Facebook campaigns for Wembly at Overlook's Holiday events
- Managed the official website and social media pages for the University of Florida's National Pan-Hellenic Council as Webmaster
- Helped to produce innovative content to keep the community engaged with the NPHC organizations during the COVID-19 pandemic

SKILLS

- Social Media Management (6 years)
- Google Analytics & Ads (5 years)
- KPI Tracking (4 years)
- Social Media Analytics (4 years)
- SEO Optimization (4 years)
- Copywriting (6 years)
- Graphic design (6 years)
- Technical Writing (4 years)
- Digital Campaigns (4 years)
- Adobe Software (5 years)
- Content Strategy (4 years)
- Market Research (4 years)
- Marketing Management (4 years)
- Event Planning & Promotion (4 years)

WORK EXPERIENCE

MANAGING DIRECTOR

Feb. 2024 - Present

Huntington Learning Center

- Oversaw daily operations of a tutoring center, managing a team of 20 educators and administrative staff to ensure a high-quality learning environment.
- Conducted regular assessments of curriculum effectiveness, incorporating feedback from students and parents to drive continuous improvement.
- Developed and executed marketing strategies that expanded the center's reach, including social media campaigns, community partnerships, and local events.
- Built strong relationships with local schools and educational organizations, fostering collaborations that enhanced the center's reputation in the community.
- Developed training programs for staff on best practices in tutoring and student engagement, ensuring consistent delivery of high-quality education.

MARKETING MANAGER

Jan. 2023 - Jan. 2024

Sharp Management Corp.

- Implemented and managed digital marketing campaigns, resulting in an increase in online engagement for 20 properties.
- Led the creation of property marketing collateral, including brochures, websites, and virtual tours, enhancing the overall property branding and tenant experience.
- Implemented targeted digital marketing campaigns, utilizing social media and online advertising channels, resulting in an increase in qualified leads for 20 properties.

Event Planning and Promotion

- Skilled in planning ceremonies and programs centered around art and other creative art forms for an attendance of 40+ people
- Developed and implemented promotional techniques to reach an intended target audience for more than 10 on-campus events
- Oversaw weekly meetings and conference calls with the planning committees for two organizations to ensure that deadlines were being met and budgets were being adhered to
- Identified and fostered media contact relationships for on and off-campus organizations to promote events
- Wrote press releases

Newswriting

- Developed, wrote, and edited compelling pieces featured in the Independent Alligator, a publication that serves more than 50,000 students and faculty at the University of Florida
- Executed diligent research to explain complex information in a digestible manner
- Maintained stringent adherence to journalistic ethics and editorial processes
- Reported spot news stories on general assignment with tight deadlines
- Conducted phone interviews and in-person interviews with sources to gather information for stories
- Edited stories for publication

- Collaborated with property managers to develop and execute resident engagement programs for improved tenant satisfaction and retention.
- Monitored and analyzed content performance metrics, adjusting strategies to optimize reach and impact.

LEASING & MARKETING MGR *Aug. 2021- Jan.2023* *Wembly at Overlook*

- Helped build and manage the property's social media profile and presence on Facebook, resulting in a significant increase in engagement
- Prepared nearly 150 leases which included and confirmed vital information such as rental rates, lease notes, and critical dates
- Responded to messages and inquiries from various parties and used well-developed active listening to promote quick issue resolution
- Performed property tours, explained terms of occupancy, rights and regulations, and highlighted benefits of the property.

SOCIAL MEDIA SPECIALIST *Aug. 2022- Jan.2023* *SWITCH*

- Created and managed content calendar for the company's social media platforms, producing 3-5 weekly posts for the SWITCH Instagram page
- Developed and executed social media marketing plan to promote 2 in-person SWITCH events, resulting in maximum ticket sales for both venues
- Designed and posted content consistent with the SWITCH brand, garnering a significant increase in engagement and doubling follower count on Instagram over a 4 month time period
- Reported insights and analytics to supervisors on a weekly basis during marketing meetings

LEASING SPECIALIST *Sep. 2020- Dec.2020* *Canopy Apartments*

- Responded to messages and inquiries from various parties and used well-developed active listening and open-ended questioning skills to promote quick issue resolution.
- Assisted the Leasing Manager in any tasks as assigned, screened and verified applicants, and served as the first point of contact between managers and tenants.
- Collated various reports, including document tracking and outstanding leases

CONTACT

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COMMUNITY ASSISTANT *June 2018- Jul.2019*

Varsity House

- Provided guided property tours for prospective tenants and followed up with potential residents via phone, correspondence or email
- Briefed terms of occupancy, rental criteria, apartment features and property amenities
- Coordinated tenant move ins/outs to ensure hassle free experience; maintained positive rapport with tenants by ensuring all occupant's request were responded to in a timely and prompt manner
- Processed/prioritized work orders to ensure units were well maintained/kept in working order
- Organized weekly marketing promotions to attract prospective residents to the property

STAFF WRITER

June 2018- Aug.2018

The Alligator

- Researched, developed, wrote and edited compelling pieces featured in the University of Florida's Independent Alligator, serving 50,000 students/faculty
- Reported spot news stories on general assignment with tight deadlines.
- Conducted phone and in-person interviews with sources to gather information for stories

WRITER

Sep. 2017- May.2018

Zion Magazine

- Assisted with effort to revitalize Zion Magazine, an online publication geared toward students at the University of Florida and in the surrounding area
- Created innovative news, beauty, and food stories
- Took photographs for beauty and food stories for publication