

# 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, Wembyl at Overlook’s Facebook page and UF NPHC’s Instagram page
- Successfully spearheaded Facebook campaigns for Wembyl 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* *Wemby 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

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## CONTACT

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(229) 292-6299

### 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