

# KEL MCCARTY

DIGITAL MARKETING +  
MEDIA CREATION



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## PROFILE

As an emerging marketing professional, my goal is to create distinguishable personality to brands, using data-driven channels on a consistent basis. I have extensive knowledge of social media marketing on platforms such as TikTok, Instagram, YouTube and more, as well as media design using Adobe Creative Suite for graphics and video, web design using html and CSS. I am also trained in data analytics programming languages such as SQL, Python and R.

## SKILLS

- Social Media Marketing
- Graphic Design
- Adobe Creative Suite
- html & CSS
- SQL, Python, R
- Google Suite
- Microsoft Office
- Spanish - Advanced Fluency
- German - Advanced Fluency
- Bonus: Wine Sommelier + Mixology

## EXPERIENCE

### BARTENDER + MARKETING ASSISTANT

Siege Hospitality (Epice Nashville)  
2021 - Present

- Perform excellent customer service consistently using comprehensive wine knowledge, understanding of menu items preparation and ingredients, and positive attitude
- Conceptualize innovative cocktails with on-brand names and ingredients
- Design and distribute restaurant printouts such as menus, management business cards and street signage
- Create and Schedule regular instagram posts with updated food and drink specials, as well as wine offerings

### FREELANCE DIGITAL MARKETING

Clients Include: Crue Nashville, Kentucky Mountain Coffee, and Musical Artist Carlie Hansen  
2020 - Present

- Tailor marketing plan to client's specific goals using industry analytics & research & create actionable, time-bound agenda
- Deliver graphics such as tour posters, menus, logos, social media posts, brand stickers and more
- Program easy to use data tables to help companies better understand their audience

### INSIDE SALES REPRESENTATIVE

Dell Technologies  
2019-2021

- Create custom hardware and software packages to fit company's need and budget
- Maintain positive professional relationship with clients and up-to-date knowledge of company repertoire

## EDUCATION

### INDIANA UNIVERSITY - BLOOMINGTON

Bachelor of Science in Business -  
Marketing  
2015 - 2019

### UNIVERSITÄT VON MANNHEIM - MANNHEIM, GERMANY

Kelley School of Business Exchange  
Program  
2018