

SUZY FIELDERS

*“The future belongs to those who believe
in the beauty of their dreams.”
– Eleanor Roosevelt*



Profile

Marketing & Public Relations Specialist
Writer
Editor
Creative Professional
Leader & Team Motivator
Public Speaker

Education

**University of North Carolina
(UNCG) | Greensboro, NC**
Master of Arts in Communication Studies
2008- 2010

Coker College | Hartsville, SC
Bachelor of Arts in Communications and
Psychology (Graduated Cum Laude)
2001 - 2005

Awards

NC Home Builders Association
STARS Awards for Best Newsletter (5 years),
Website and Brochure

Memberships

National Association of Professional Women

Skills & Software

Extensive writing skills & portfolio
All social media platforms
Microsoft Office (Proficient on all programs)
SEO Tools: Raven, SEMrush, AHREFS, Rank
Ranger, Vendasta
Content Software: Kapost & Gather Content
Pay-Per-Click (PPC) Advertising
In-depth SEO Background
WordPress & Knowledgeable in HTML
Organized, Team Player, Proficient Leader

Published Writing

Print: Winston-Salem Monthly magazine,
Carolina Weddings Magazine (*editor*), Spark
Magazine, Wilmington Parent magazine,
Carolina Parent magazine & Forsyth Family
magazine
Electronic: CBS Miami, CBS Small Business Pulse
& Triad Moms on Main

Professional Experience

Rockin' Jump Trampoline Park | Winston-Salem, NC
General Manager | 2019 – 2020
Run store operations, group sales, events, and human resources.
Manage all elements of the park and it's social media.

conversionMOXY | Winston-Salem, NC
SEO/Content Marketing Manager | 2017 – 2019

Manage all aspects of clients SEO and social media efforts. Manage a
team of writers for all client's articles & blogs. Create & implement
marketing strategies for clients & company.

Across the Horizons | Clemmons, NC
President & Owner | 2011 – present

Aid small businesses in their writing, marketing & public relations efforts.

Hayes Group International | Winston-Salem, NC
Marketing Associate | 2011 – 2017

Identify & implement marketing strategies; maintain website with
WordPress; run all SEO efforts; design & write e-newsletters via Constant
Contact; plan & coordinate workshops & events, such as the
company's 40th Anniversary Celebration and annual Leadership
Experience; handle company's public relations; manage all social
media platforms; and create & update marketing materials.

Topsider Homes | Clemmons, NC
Marketing & Sales Administration | 2007 – 2011

Manage & create content for social media platforms; run pay-per-click
campaigns; managed and implemented all SEO efforts, including
researching keywords, running SEO analysis, drafting SEO strategies and
creating SEO rich content for website; write e-newsletter, blog &
website articles; run & analyze the daily website stats through Google
Analytics; manage projects and deadlines for marketing department;
determine and implement marketing and sales strategies.

Coker College | Hartsville, SC

Public Relations & Communications Intern | 2003 – 2005
Write press releases, memos & speeches; photography various events;
design flyers; and design webpages for the website using
Dreamweaver.

Community Related Experience

Triad ABC Board
Board Member | 2018 – present

Recreation & Parks Commission of Winston-Salem
Commission Member | 2013 – 2018

Winston-Salem Ambassadors
Development & Marketing Partner | 2017

Lewisville-Clemmons Chamber of Commerce
VP of Public Relations on Board of Directors | 2013 – 2014

Children's Museum of Winston-Salem
Marketing & Public Relations Committee | 2012 – 2013

Sawtooth School for Visual Arts
Nonprofit Management Practicum | 2009



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To read my published writing visit:

<https://suzyfielders.wordpress.com/writing-portfolio/>