

**Alaetra K. Chisholm (she/her)**  
**Creative Marketing Professional**  
**Charlotte, NC – open to remote/relocation opportunities**  
**blvcklae@gmail.com**

**Career Objective:**

As a creative media professional, my purpose revolves around community engagement, innovative and authentic content strategy, and specialized event experiences. Throughout my career, I've been equipped with valuable experiences in beauty and entertainment, such as full ownership of complex projects, leading and coordinating small teams, and developing and furthering brand messaging and voice. I thrive in positions where I am properly empowered in my role and my unique identity is respected and valued. Ideally, my next role would provide opportunities for me to coordinate branded event experiences on both a small and large spectrum, empower me to own, contribute to, and participate in projects aligned with brand strategy, and cultivate important relationships that impact and positively grow the brand. I am also open to travel as part of my role, and I am open to remote work anywhere in the United States.

**Pro Team + Events Coordinator, INK Projects - Perma Blend – Charlotte, NC - Fort Mill, SC**  
Sept 2022 to present

- Pro Team
  - Identify and engage with emerging and established influencers in the beauty, fashion and style sectors via social listening and market research
  - Attract, nurture, inspire and retain new and existing influencer/ambassador relationships by leveraging digital campaign opportunities and gifting efforts
  - Produce weekly and monthly performance review via Traackr Influencer Management platform in alignment with marketing campaign deliverables, brand initiatives and influencer program KPIs
- Events
  - Develop and execute event logistics in relation to brand activations at industry conventions and tradeshow, and coordinate with third party venues, teams and suppliers in alignment with departmental budget and bigger picture brand strategy
  - Coordinate digital events, such as Zoom sessions and Instagram Live events in partnership with brand influencers according to digital content calendar and product initiatives
  - Partner with art director and design team to develop branded merchandise and tangible marketing materials that further brand awareness in the live and digital space
- Social Media
  - Monitor and analyze online community conversations via various social touchpoints to build and enhance the brand's digital presence
  - Coordinate with art director and digital design team to visually plan monthly social calendar, and manage content development process

- Facilitate and manage third-party social media team by providing brand guidance, social asset allocation and content approval in alignment with content calendar and daily posting cadence
- Marketing
  - Liaise with creative and product development teams to thoroughly understand new product initiatives and coordinate influencer product testing and feedback
  - Develop and further brand imprint through market research and intentional placemaking in new and relevant industry territory

**Events and Community Coordinator, CRH Enterprises, dba The Corner – Charlotte, NC**

Feb 2021 to Sept 2021

- Events
  - Field and manage all new venue rental inquiries via in-person or digital networking in alignment with venue availability, community initiatives and
  - Coordinate all event logistics in accordance with venue contracts and capabilities, proposed client budget and overall strategic marketing goals
  - Establish and maintain relationships with external vendors according to timeframes, budgets, contracted agreements and event needs
  - Oversee and monitor set design and installation team with consideration to desired client setup and ideal guest experience
- Marketing
  - Liaise with design contacts and venue client to develop marketing assets that promote and reflect event specifics and attract desired guests
  - Field new potential venue and retail clients through authentic community building and networking at relevant and impactful community events
- Operations
  - Maintain constant communication with venue and retail space staff, leadership and external parties to ensure proper operations of the of the organization
  - Engage with new and potential brands for possible placement in venue and retail space according to product offering strategy
- Social Media
  - Create relevant and timely content related to new product launches, sales strategy and event promotion, using relevant tools such as Instagram Reels
  - Monitor, engage with and grow desired community through social listening and presenting mutually beneficial cross-promotion opportunities

**Creative Director, TTT Media, LLC – Charlotte, NC**

March 2017 to Dec 2020

- Creative Direction
  - Identify and express brand voice through independently published media, social strategy and community event partnerships
  - Develop and identify brand strategies that drive brand awareness and establish media collective as a valued outlet in the Charlotte market

- Lead team meetings, motivate team members and inspire creativity in relation to current and ongoing projects
- Manage the content development process from idea to conception while tracking project deadlines and milestones using Monday project management tool
- Marketing
  - Establish and nurture relationships with valued community members and key stakeholders, such as Charlotte Center City Partners
- Events
  - Coordinate all event logistics in accordance with venue contracts and capabilities, proposed brand budget and overall strategic marketing goals
  - Oversee and monitor set design and installation team with consideration to desired venue setup and capabilities, and ideal guest experience

*Additional professional experience available upon request*

## **Education**

**North Carolina Agricultural and Technical State University** – Greensboro, NC  
B.S., Journalism and Mass Communication – May 2016  
Concentration – *Multimedia Journalism*