



timothyrule36@gmail ❖ (717) 376-5505 ❖ Charleston, SC ❖ www.timrule.com

OBJECTIVE

Dedicated and results-driven Marketing Coordinator with a proven track record in content creation, and developing and executing effective marketing strategies. Seeking to leverage expertise in performance marketing, social media management, and market research to drive brand awareness and enhance ROI for my employer.

SKILLS & INTERESTS

▪ Key Skills

- Proficiency in Adobe Creative Suite for marketing material design, as well as video editing experience
- Social media management and engagement to enhance brand awareness
- Familiarity with print advertising techniques and design principles
- Experience with Google Analytics, SEO, and digital marketing tools
- Strong customer/client service background
- Microsoft Office Suite, Google Suite, Canva, and Wix proficiency
- CRM software experience including Salesforce and Jackrabbit
- Utilization of analytics tools for campaign performance tracking and insights generation
- Marketing campaign planning and optimization
- Budget management to optimize ROI
- Market research experience to inform advertising, content, and marketing strategies

WORK EXPERIENCE

Gymnastics Academy of Charleston

Aug. 2014 – Jan 2024

Marketing Manager & Xcel Head Coach

Charleston, SC

- Spearheaded content creation (graphic design, video editing, copywriting) for in-house and public presentations, resulting in a 270% increase in social media reach and engagement.
- Managed and updated social media and website presence, including a complete redesign of the main website.
- Oversaw the instruction and development of five competitive teams, providing active feedback to coaches and conducting team evaluations.
- Maintained exceptional customer service through CRM platforms, resolving over 10 customer issues per hour and receiving over 100 positive reviews.

The Charleston Symphony Orchestra

August 2016 – September 2017

Marketing Coordinator

Charleston, SC

- Redesigned marketing materials including emails, flyers, and business cards, and implemented a college-student-centered marketing campaign. Wrote print and web copy, press releases, and more.
- Contributed to Patron Services, achieving a 96% customer satisfaction rating and handling billing, sales, donations, and seating through Salesforce.

The King's Counterpoint, Board of Directors

June 2023 – Present

Publicity Chair

Charleston, SC

- Oversee design and distribution of marketing materials, digital advertising, Mailchimp utilization, etc., ensuring effective promotion of the organization's events and initiatives.

EDUCATION

The College of Charleston

Graduated May, 2016

M.A. Communication

Charleston, SC