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## 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
- 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 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 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.
- 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*