

Malia Mack

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Marketing, social media and public relations professional with over 9 years of experience in developing and launching social media profiles and meeting and exceeding follower growth and engagement goals for start-ups and larger corporations. Focused on integrated marketing, social marketing and management, promotions, event management, and public relations at the Chick-fil-A College Football Hall of Fame; Focused on event promotion, communication strategies, and marketing calendar management at the City of Lawrenceville; social media strategy and content development, community management, public relations at Trevelino/Keller.

Areas of Expertise:

- Leadership
- Marketing
- Public Relations
- Social Media Content Development & Execution
- Storytelling
- Copy Writing/Editing
- Mailchimp/Email Marketing
- Sprout Social
- Event Management
- Project Management
- Loomly
- Smartfluence
- Microsoft Word, Excel and PowerPoint
- Apple Keynote
- AudioGo
- Cox Net Reporting
- Customer Service

Relevant Experience

Newton Simon Advertising

Atlanta, GA

Account Supervisor

January 2023 – current

- Drafted traditional and digital media plans for clients including the Signia by Hilton, Chick-fil-A College Football Hall of Fame, Douglas County Travel and Tourism, United Healthcare and others.
- Worked with print, OOH, TV and radio sales reps to secure and negotiate pricing for clients including Werner, Georgia Pacific, Big Blue Swim School and System Pavers.
- Used AudioGo platform to track conversions and additional metrics for Big Blue Swim School advertising campaign on Pandora.
- Prepared monthly and quarterly recaps and analysis for each client.
- Managed and processed monthly invoices for pest control client.

Trevelino/Keller

Atlanta, GA

Account Supervisor

March 2022 – December 2022

- Led social media live event coverage for Chick-fil-A College Football Hall of Fame client during 2022 SEC Football Media Days, generating almost 700K impressions and gaining 1,500 new followers across each social platform.
- Increased B2B brand, VNTANA, social media following by creating meaningful and quality content; increased average website session duration by 115% in three-month period by creating engaging social media content for their audience.
- Successfully led two influencer campaigns for emerging plant-based consumer brand, unMEAT, which resulted in increased awareness about their products.
- Wrote social media, website, print and digital copy for assigned clients.
- Researched and vetted influencers for assigned clients based on their needs; drafted and negotiated influencer contracts to ensure both parties partnership goals were met.
- Developed strong working relationships across agency teams including Creative, Growth/Digital Marketing and PR.
- Provided business development support to agency co-founders and Principals for potential new clients, additionally social media strategy and content recommendations.
- Identified corporate partnership opportunities for *Just Like Jesse Owens* author Paula Young to secure funding for her newly developed social justice curriculum written for elementary and middle school students.
- Led strategy and development of social media content for several B2C and B2B clients across the agency including AMI, Hobolite, Hub404, Milli Bank, and unMEAT.
- Wrote and shared media pitches and provided media relations support for technology, consumer, financial services, and lifestyle clients.
- Provided monthly recap reports that included follower growth and engagement insight, content recommendations and key learnings via Keynote.
- Successfully onboarded Loomly, a social media calendar tool, so agency team members could easily draft, edit, schedule content for clients.

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- Secured media placements in local and national publications included the Atlanta Journal Constitution, Ed Post, and Saporta Report.

Senior Account Executive

March 2021 – March 2022

- Led social media strategy, content development and execution for Nathan's Famous, including Facebook, Instagram, Twitter and TikTok.
- Worked with the Georgia Department of Health to provide covid-19 vaccine information to corporations headquartered in Atlanta; successfully led covid-19 vaccination event at Veritiv offices in Sandy Springs, Georgia and Atlanta Motor Speedway in Atlanta, Georgia.
- Supported agency co-founder and Principal with new business development; provided social media strategy and content recommendations.
- Developed and managed email marketing campaign for start-up retail client Cake for Dinner, including developing content and strategy.
- Drafted and pitched press materials to local and national media for B2C and B2B clients including FLOR, American Megatrends (AMI), Deloitte, and INVZBL.
- Provided monthly social media and PR insight and data reports to clients that shared month of month results, content recommendations, and key learnings.

Chick-fil-A College Football Hall of Fame

Atlanta, GA

Senior Communications Coordinator

March 2019 – May 2020

- Helped the organization to generate over 250 million national media & 15 million local media impressions during Super Bowl LIII by pitching unique & creative content.
- Worked with PR agency of record to generate over 599 million national & local media impressions & over \$4 million in publicity value for the Hall during 2018 SEC Media Days presented by Regions Bank.
- Supported corporate partners with campaign strategy and execution alongside Corporate Partnerships Manager including The Home Depot, UPS and Goodyear Tires.
- Participated in multiple national experiential marketing events including the NFL Draft, three Super Bowls and three College Football Playoffs. Responsibilities included creating social media strategy and content and support PR agency of record with media interviews and tours.
- Successfully led the team in increasing the Hall's total earned media impressions by 255% & total clips by 470% in 2018.
- Planned & executed the Hall's most successful press junket to date in 2019 which led to 600,000 earned media impressions that helped to form new relationships with national media during college football's celebrated 150th season.
- Developed & managed the execution of the Hall's first digital content 5-part digital series *Lessons from Legends* featuring College Football Hall of Fame inductees in 2019.
- Developed 2019-2020 public relations content calendar to align with the overall Chick-fil-A College Football Hall of Fame brand strategy & company goals; edited several blogs & lists for various digital platforms & media pitching.
- Grew the Hall's social media accounts, including Facebook, Twitter and Instagram, by 236% in 2018 by developing targeted campaigns towards parent bloggers, sports media, & college football fans.
- Established relationships with television & radio outlets on the local & national level such as Sirius XM, CBS Sports, Fox 5 Good Day Atlanta, WSBTV, V103, 680 The Fan, 92.9 The Game, & Butter ATL & college football beat writers.
- Published engaging & attention getting content in collaboration with events such as the annual ESPN College Football Awards, 2018 SEC Football Media Days, 2019 Chick-fil-A Peach Bowl Media Day & 2020 College Football Playoff.
- Managed multiple photo shoot, live broadcast, interview, & taping requests for senior leadership; Considered a Hall of Fame attraction building expert & tour guide to various media personalities in television, radio, writers, & bloggers.

Additional Experience

FishBait Solutions, LLC.

Atlanta, GA

Contractor – Sales Representative

January 2023 – current

- Prospect potential sponsors for properties represented by the agency including the Atlantic Coast Conference, College Football Playoff, ESPN Events owned college football games and more.
- Secured meetings with various organizations including Deloitte and The Weather Channel among others.

City of Lawrenceville

Lawrenceville, GA

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Marketing Coordinator

October 2020 – March 2021

- Provided strategy and content for the City of Lawrenceville's Downtown Lawrenceville (DTL) tourism website, including ways to increase direct traffic and provide a more user-friendly experience for website visitors.
- Implemented TVEyes television monitoring service to ensure all television coverage of the city of Lawrenceville and downtown businesses were captured.
- Developed social media strategy and content for City of Lawrenceville and DTL social media properties including Facebook, Twitter and Instagram.
- Supported Director of Community Relations and Community Development Manager with event marketing and day-to-day marketing operations.

Chick-fil-A College Football Hall of Fame

Atlanta, GA

Senior Marketing Coordinator

November 2017 – March 2019

- Executed against integrated marketing calendar by leading multiple promotional events, external activations, & social media campaigns.
- Developed social media & public relations plan for organization rebrand & ensured all external marketing platforms were to up to date in 2018; oversaw major social media platforms including Facebook, Twitter, Instagram, & Snapchat.
- Assisted with development of public relations strategy & helped the Chick-fil-A College Football Hall of Fame to achieve a dramatic increase in media impressions in 2018.
- Created social media campaigns for Chick-fil-A College Football Hall of Fame corporate partners including Coca-Cola, Chick-fil-A, Chick-fil-A Peach Bowl & The Home Depot.

Marketing Coordinator

September 2014 – November 2017

- Developed & presented marketing activation plans for each of the Hall's signature marketing events including *Tailgate Saturdays*, *Moms & Mimosas*, *Haunted Hall of Fame*, & *Deck the Hall*.
- Wrote copy & contributed to the design of several print, digital & outdoor billboard campaigns.
- Managed grass roots marketing team & executed travel, staffing, & activities for 30 events in the metro-Atlanta area.

Activities:

- Current Member of Women In Sports & Events (WISE)
- Current Member of Black Sports Professionals ATL (BSPATL)
- Selected as a member of 2019 Learfield IMG College Minority Academy in Plano, TX. The program focused on professional development, leadership, and relationship building initiatives to help advance People of Color in the world of sports.
- Worked with FishBait Marketing, LLC from May 2020 – October 2020 as an Outside Sales Representative and was responsible for identifying potential naming rights partners for select 2021 ESPN college football bowl games and college basketball tournaments. Created pitch decks and held meetings with existing relationships at Sirius XM and Kendra Scott.
- Served as a member of the Atlanta Football Host Committee – Social Media Committee for 2019 Super Bowl 53 and the Atlanta Basketball Host Committee – Social Media Committee for NCAA 2020 Final Four in Atlanta, Georgia.
- Current member of Meals on Wheels Atlanta (MOWA) Young Professionals Board

Education

Kennesaw State University

Bachelor of Science in Sport Management; Marketing
Minor, Spanish Culture & Language

Kennesaw, GA

May 2014