



BK COVINGTON

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CONTACT

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EDUCATION

UNIVERSITY OF ALABAMA | 2019

GPA: 3.9/4.0

B.S. IN COMMERCE & BUSINESS
ADMINISTRATION

MAJOR IN MARKETING
MINOR IN LIBERAL ARTS,
THE BLOUNT SCHOLARS PROGRAM

AWARDS

PLATINUM - STRATEGIC CAMPAIGNS
HERMES CREATIVE AWARDS
2022

PITZITZ SCHOLARSHIP
UNIVERSITY OF ALABAMA
2018, 2019

CERTIFICATIONS

- HUBSPOT MARKETING SOFTWARE
- HUBSPOT DIGITAL MARKETING
- HUBSPOT DIGITAL ADVERTISING
- HUBSPOT SEARCH ENGINE OPTIMIZATION

EXPERIENCE

ACCOUNT MANAGER & MARKETING SPECIALIST

TWINEENGINE | APRIL 2021 - PRESENT

- Managed branding strategy, marketing strategy, creative development, and sales and marketing integration initiatives for up to 10 B2B clients
- Increased social media impressions and engagement on average by 60% over ~2 years for each social media client
- Developed full marketing campaigns including email marketing, social media campaigns, landing pages, offers, and events
- Worked with and directed graphics team to develop brand identities including logo families, brand guidelines, messaging strategies, and website strategies
- Performed competitive research for clients analyzing websites, SEO, Google Ads, copywriting strategies and social media statistics
- Developed campaign, monthly, quarterly, and yearly marketing reports using Google Analytics, HubSpot, and DashThis
- Planned, coordinated, and lead weekly client progress meetings
- Oversaw Google Ads, paid social media, and remarketing campaigns

ADVOCACY COORDINATOR

SOUTH TEXAS COLLEGE OF LAW | FEB 2020 - APRIL 2021

- Coordinated the day-to-day activities of the South Texas College of Law advocacy department
- Acted as the liaison for STCL Advocacy teams and other schools hosting various competitions
- Was instrumental in the development, organization & branding of the National Online Moot Court Competition, South Texas Mock Trial Challenge, and National Moot Court Regionals
- Worked with director of purchasing to implement a school-wide travel policy and partnership with travel agency
- Served as primary communicator to accounting department

CREATIVE MARKETING CONSULTANT

COVINGTON CREATIVE MEDIA | JUNE 2018 - FEB 2020

- Managed social media accounts and created social media content for five full-time clients, increasing engagement on average by 20%
- Provided graphic design and photography direction services
- Conducted marketing and competitive research for individual clients
- Developed and coordinated marketing campaigns using social media, email marketing, digital ads, and traditional marketing methods

OTHER RELEVANT EXPERIENCE

SALES AND SOCIAL MEDIA INTERN

CHRISTINA GREENE JEWELRY | MAY 2018 - AUG 2018

MARKETING & EVENTS INTERN

METRONATIONAL | MAY 2018 - AUG 2018

LEADERSHIP

VP OF COMMUNICATIONS | BAMA HOUSTON | 2021 - PRESENT

DIRECTOR OF SOCIAL MEDIA | BAMA HOUSTON | 2020 - 2021

YOUNG ALUMNI DIRECTOR | BAMA HOUSTON | 2020-2021

DIRECTOR | BLOUNT STUDENT AMBASSADORS | 2017-2018

PRESIDENT | ACTIVE MINDS AT BAMA | 2017-2019

SKILLS

- ADOBE SUITE
- MICROSOFT OFFICE
- WORDPRESS
- GOOGLE ADS
- GOOGLE ANALYTICS
- HUBSPOT CRM
- CAMPAIGN STRATEGY
- WRIKE
- REPORTING
- PROJECT MANAGEMENT
- CLIENT RELATIONS
- SOCIAL MEDIA