

CHANDLER SHEA VOGLER

ABOUT

North Carolina native who is inspired by travel, architecture, scenery, and experiences. I believe that every adventure - whether it seemed like a right or wrong turn at the time - has led me to be the well-rounded person that I am today.

After 10+ years of experience with marketing, graphic design, and web development, I have successfully launched a business to serve the needs of a variety of clients, Rickhouse Marketing. I am eager to meet new clients and support their marketing and web development needs.

SKILLS

WRITING & BLOGGING EDITING
SOCIAL MEDIA
CONTENT STRATEGY
TIME MANAGEMENT INTERNAL
COMMUNICATION TEAMWORK
GRAPHIC DESIGN
SEO
WEB DESIGN
PUBLIC SPEAKING
DONOR RELATIONS
FUNDRAISING
EVENT MANAGEMENT
CUSTOMER SERVICE

TOOLS

MICROSOFT OFFICE ADOBE
CREATIVE SUITE WORDPRESS
GOOGLE ANALYTICS CONSTANT
CONTACT KINTERA
APPLE & PC

EDUCATION

UNC CHARLOTTE
B.A. IN COMMUNICATION
DECEMBER 2015

CONTACT

336-655-9757
SHEAVOGLER@GMAIL.COM

EXPERIENCE

SKS HOLDINGS

CHIEF OF STAFF

MARCH 2020 - DECEMBER 2021

Served as direct support and strategic advisor to CEO & Owner of multiple businesses. Developed and executed budget goals with Supervisors across multiple departments; assisted with annual budgeting. Assisted with the acquisition, construction management, and marketing of new locations as well as team hiring, onboarding, and adjusting staffing models as needed. Ensured team members adhered to all company policies and procedures, including but not limited to: opening and closing tasks, cash handling policy, deposit and safe routines, coaching and counseling, and POS operations

SEG SYSTEMS

CONTENT MANAGER

OCT. 2018 - MARCH 2020

Content writing for all blogs, website, and digital and print pieces. Monitored SEO logistics and consistently made changes as necessary. Re-branded and monitored all digital and print materials to ensure productions followed guidelines. Social Media planning, posting, and monitoring. Used Constant Contact for targeted e-mail campaigns and tracking customer trends. Proofreading. Responsible for internal and external digital communication. Designed 2019 catalog and managed print relations. Edited and organized all project photos using SmugMug. Trained Sales team upon release of new Marketing materials. Designed digital and print collateral using Adobe Suite. Redesigned and developed website from using WordPress and Divi.

NEXT PAGE BRAND STRATEGIES

FREELANCE WRITER & SOCIAL MEDIA MANAGER

JULY 2019 - PRESENT

Support clients through research, writing, and proofreading content as well as managing social media accounts by scheduling posts, monitoring activity, and reporting analytics.

UMAR

MARKETING & EVENTS MANAGER

JULY 2017 - OCT. 2018

Designed and produced all internal, external, and digital communication materials, both digital and print. Managed, executed, and evaluated three annual luncheons across North Carolina resulting in a 108% increase over goal in fundraising. Planned and executed annual fundraising golf tournament. Recruited and managed volunteers. Developed and executed re-branding efforts. Maintained budget database. Cultivated relationships with donors and volunteers. Managed and rebuilt website.

LITTLE SWITZERLAND JEWELERS

MARKETING COORDINATOR

DEC. 2016 - APR. 2017

Negotiated advertising rates with media suppliers. Secured contracts from brand partners. Received and tracked all media invoices. Wrote and edited advertorial copy and supplied product graphics. Project management. Assisted with local and regional events. Assisted with local visual merchandising tasks.

AMERICAN HEART ASSOCIATION

SPECIAL EVENTS ADMINISTRATOR

DEC. 2015 - DEC. 2016

Accounting. Invoicing. Processed sponsorships. Billing. Database management. Monitored office compliance with cash handling. Recruited and trained volunteers. Internal and external communication regarding day of event activities. Maintained website. Created e-mail campaigns to drive fundraising. Built spreadsheets. Event planning, setup, and breakdown. Donor relations and communication regarding fundraising.

MARKETING & COMMUNICATIONS INTERN

AUG. 2015 - DEC. 2015

Designed and published social media graphics and posts. Wrote and distributed PSAs, press releases, and media kits. Created weekly blog posts. Event planning and assistance with setup and breakdown. Maintained communications with companies involved with American Heart Association events.

