

# CARLEY SIBBLEY

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## Skills

Social Media Management  
Photography

Graphic Design  
Google AdWords Express

## Work Experience

Budget Blinds of Athens  
**Marketing Manager**

February 2017-Present

- Developed and implemented social media marketing efforts from the ground up.
- Generated social media content by planning and executing photo shoots, creating graphics using Adobe Illustrator, developing and managing local partnerships, and writing blog posts.
- Developed tracking methods and dashboards for evaluating marketing efforts and determining budget allocation.
- Designed all marketing materials including billboards, direct mail, business cards, stationary, magazine ads and digital ads.

Results:

- Grew Instagram following from 0 to 1,500+ in 15 months, the largest following of any of the 1,100+ Budget Blinds franchises.
- Planned, budgeted and executed all marketing efforts, resulting in a total ROI of 250% for the year of 2017.

Inspired Closets of Athens  
**Marketing Manager**

February 2017-Present

- Initiated and tracked all marketing efforts for a new company, including creating and executing all social media content.

MOXA Moving Solutions  
**Marketing and Design Lead**

January 2016-January 2017

- Created and maintained social media marketing efforts, including the creation of photography and graphics.
- Developed brand mark, brand colors and overall brand identity based on intended target audience.
- Designed all marketing materials.

## Education

The University of Georgia | Athens, Georgia  
BSEd, Communication Sciences and Disorders 2016  
Magna Cum Laude  
GPA: 3.8