



Mechele Petrie

Marketing Specialist

Remote Work Experience

Creative Ideas by MWP, Owner
Winter Park, FL
11/2002 - Current

Clients include:

Florida Event Décor

Responsible for all social media. Create and develop monthly content calendar. 2021 to Present

Close Construction/Echols Plumbing & Air Conditioning

Responsible for the social media, website development, and ad designs for both businesses. Create and develop marketing plans, run campaigns. 2020 to Present

Social Media Evaluator and Crowdsourcing, Independent

Consultant for Appen. Review and rate social media content using a web application to support the measurement of data relevance. Evaluate social media results according to detailed criteria. Utilizes the Internet to help researchers collect data used in projects ranging from audio transcription to user experience and content evaluation. 2016 to present

Marketing Specialist, Down Syndrome Foundation of

Florida. Assist the foundation with social media, e-newsletters, website development, public relations, and development of videos for special events. 2018

Virtual Marketing Specialist, Worldwide101. Provided marketing support virtually to several clients around the world. Personal projects included social media planning, branding, marketing, research, and writing. 2016 to 2017



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creativeideasbymwp.com

Skills

- Writing, Content Creation,
- Branding, Digital Marketing, Public Relations, Public speaking
- Social Media
- WordPress, Hootsuite, LinkedIn
- Coding and Web Design, Go Daddy Website Building



Publisher of MD NEWS, Palm Beaches Edition. Circulated bi-monthly to over 5,200 doctors in Palm Beach, St. Lucie, and Martin counties in South Florida. Responsible for the overall design of the magazine, including interviews, writers, and photographers. Raised over \$10,000 in revenue. Contracted by True North Custom Publishing, 2009 to 2011

Publisher of Doctor of Dentistry, East Florida Edition. Reaching 3,000 dentists from Jacksonville to the Palm Beaches. Contracted by Sunshine Media, 2007 to 2008

Marketing Consultant/Designer, Glades Pharmaceuticals, and Stiefel Laboratories - Developed collateral materials promoting generic and brand dermatological products targeting pharmacists and doctors. Also, hired to run the department while the director was on maternity leave. Traveled from Orlando to Atlanta. Contracted from 2002 to 2005

Skills

- Adobe Creative Design, Canva, iMovie, Microsoft Office, Publisher
- Google Docs, Constant Contact, Dropbox, Skype, Keynote
- Marketing, Communications, Special Events, Media Sponsorship, Publishing, Advertising
- Collateral Development, Design, Consulting
- E-mail and direct mail marketing campaigns
- Marketing plans, research, and development

Corporate Experience

Glades Pharmaceuticals - Marketing Communications Manager
Suwanee, GA, 1999-2002

Asheville Parks and Recreation - Marketing Coordinator
Asheville, NC, 1998-1999

American Welding Society - Marketing Coordinator
Miami, FL, 1996-1998

SIRS, Inc. (Educational Publishing Company) - Marketing Coordinator
Boca Raton, FL, 1994-1996

Education

Full Sail University, October 2015
Master of Science: Internet Marketing

University of North Carolina at Asheville, May 1993
B.A: Mass Communications

