

## SKYLA C. CLAXTON

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### SUMMARY

Marketing / Event Management professional with more than 10 years' experience. Areas of expertise include strategic planning, project management, event organizing, marketing communication, campaign management, social media marketing, team building and stakeholder relations. Creative, enthusiastic with strong motivational, organizational, analytical, problem solving, communication and relationship management skills.

### PROFESSIONAL EXPERIENCE

**FIRST CLASS AMERICAN CREDIT UNION**, Fort Worth, TX                      2017 - Present

Marketing Specialist

- Plan, organize and direct credit union's marketing efforts
- Develop marketing strategies
- Manage a \$60,000 budget
- Represent the credit union in community affairs and public relations
- Plan and implement promotions and community service activities
- Manage website and plan and implement social media strategy
- Coordinate production and distribution of collateral materials
- Administer all promotions, employee sales programs and product development activities

**CAMP FIRE FIRST TEXAS**, Fort Worth, TX    2012 - 2017

Marketing Specialist

- Supported a non-profit that specializes in youth development
- Build and maintain relationships with prospective participants, current participants and alumni
- Key player in marketing, strategy planning and implementation
- Organized events with 200+ attendees.
- Created highly effective social media campaigns and marketing collateral
- Planned and executed marketing events
- Established a reputation for outstanding customer service.
- Developed Council email blast, editorial calendar, email newsletters and email marketing campaigns weekly
- Created best practices
- Collaborated with parents of youth to assist with registration and potentially convert to program participants
- On-site photographer, capturing of programs in action
- Facilitated focus groups at overnight camp with youth to analyze the overall themes and feedback that contribute to marketing strategy and program improvement
- Maintained overnight retention at 67% in Summer 2016

**THE KING FIRM**, Fort Worth, TX 2011 - 2012

Front Office Coordinator / Legal Assistant

- Supported a law firm specializing in family law.  
Provided administrative and customer service support
- Coordinated volunteers for Texas Academy of Family Law Specialists Board Meetings

**LC ENTERPRISES** | North Richland Hills, TX 2007 - 2010

Marketing Coordinator & Sales Specialist

- Managed client relationships, product/pricing research, delivery, customer service, business correspondence, and promotional purchases
- Oversaw database management functions and assisted customers with sales process from inquiry to delivery

**EDUCATION**

Master of Arts, Communication, Tarleton State University, Fort Worth, TX, May 2017  
Certification; Social Media Management

Bachelor of Science, Mass Communication, Texas Wesleyan University, Fort Worth, TX  
2008

Emphasis: Advertising/Public Relations

Organized events International Programs Department during internship

**PRESENTATIONS & PUBLICATIONS**

Classroom Communication, 2017

Social Media Persuasion, 2017

The Sales and Inquiry Process, 2016

Social Media Basics for Child Care Directors, 2016

Published on the Texas Social Media Research Institute blog: Title: Talking Talkwalker,  
2016

<http://tsmri.blogspot.com/2016/08/measurement-review-talkwalker.html>

**VOLUNTEER EXPERIENCE**

Boys & Girls Club of Greater Fort Worth

2016 - Present

Member, The Junior League of Fort Worth

2015 – Present

4<sup>th</sup> Grade Mentor, Fort Worth Independent School District, Eastern Hills Elementary  
School

2015 – 2016