



SUMMER SWIFT

• MARKETING SPECIALIST •

CONTACT

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PROFILE

Within the role of Marketing Specialist, I have built experience communicating and managing groups of people while maintaining a budget. I've had the great opportunity to build large scale marketing campaigns in an incredibly competitive and somewhat restrictive healthcare industry while developing maintainable return on investment. With my background in graphic design I've been able to justify bold artistic decisions and built the strategies to track its success. I've had the unique experience to develop a marketing plan and build its infrastructure with little oversight. As a Marketing Specialist I have the useful skills to run and operate a revenue building department from construction to execution.

WORK EXPERIENCE

Marketing Specialist ————— 2019 - Present

Orthopedic Associates

Managed and built yearly marketing budget. Managed large corporate sponsorships and affiliating events. Managed and purchased yearly promotional items. Orchestrated a competitive billboard campaign throughout the Miami Valley. Organized and structured companywide collateral. Implemented, directed, and managed ongoing digital marketing campaigns that lead to immediate increased revenue. Collected and analyzed monthly HIPAA compliant patient surveys. Worked with department managers on collected data. Built and optimized Google listings, leading to over 8000 monthly calls from organic Google searches. Made sponsorship decisions based on budget and geographical importance across 10 locations from Sidney to Hamilton, Ohio.

Creative Director ————— 2008 - 2019

ClearLogic Corporation / Propoint Managed Technology

Developed a unifying branding system to solidify a merger and build growth. Built and implemented a marketing plan for client reach. Managed ongoing collateral and overall image. Introduced, implement and trained product recognition techniques. Designed ProPoint Managed Technology brand.

Freelance Marketing Advisor / Designer ————— 2012 - 2019

Baer Fitness & Nutrition

Refresh, update and develop existing brand. Digitally implement, manage and distribute marketing materials.

Creative Development ————— 2011 - Present

Edison Lightworks

Initiate, develop, and manage simple to complex marketing plans based on client specifications for multiple entities. SEO and social media management; branding management and collateral; website development, management and maintenance.

EDUCATION

Sinclair Community College ————— 2010 - 2011

Website Development

The Modern College of Design ————— 2004 - 2006

Advertising Art and Applied Business