

RELATED EXPERIENCE

Copywriter & Production Assistant, Freelance – Acme Photography

Greenville, SC - April 2012 to Present

- Copywriter/Scriptwriter for original marketing and television content
- Voice Over Talent
- Second Camera Operator and Sound for Cinematography/Videography projects
- Contribute to cinematographic/photographic concepts, including location scouting, prop acquisition, and set styling
- Coordinate in-studio and location shoots

Social Media Manager & Retail Sales Associate – Mariani's Boutique

Greenville, SC - April 2018 to March 2020

- Managed Social Media accounts for Instagram and Facebook
- Keyholder: opened and closed boutique, including counting drawer, and preparing and making bank deposits when needed
- Presented personable and unique Mariani's Boutique experience to all clientele through knowledgeable sales assistance

Marketing Specialist - Monogram Concierge Inc.

Greenville, SC – May 2017 to November 2018

- Concepted and created marketing print collateral and liaised with printer for proofing and completion of jobs
- Created bi-weekly MailChimp email campaigns and maintain master list for contacts agency
- Managed and created social media posts, ads, and strategies for FaceBook account
- Concepted and created print ads and maintain contracts with various publications

Marketing Specialist/Awards Program Coordinator – Super Duper Publications

Greenville, SC - September 2008 to June 2012

- Implemented marketing strategies to further national and international awareness of company
- Coordinated marketing efforts in cooperation with off-site marketing and public relations agency
- Prepared all product award submissions – efforts resulted in 21 award wins for 20 different products
- Researched and coordinated online product reviews with blog and review sites
- Composed first draft product and award win press releases
- Generated monthly marketing reports
- Voice Over Talent for audio products

Executive Assistant – GO&A Marketing Communications

Jacksonville, FL - January 1995 to February 1998

- Provided administrative assistance to CEO/Creative Director, President/COO, Sr. Vice President, Accounts Department, and Public Relations Department
- Supervised administrative, bookkeeping, and creative services for in-house non-profit organization [Creative License, Inc.]
- Edited monthly client newsletter [Sales and Marketing Executives of Jacksonville]
- Maintained client database
- Assisted with new business development
- Coordinated agency and client promotional mailings
- Arranged travel itineraries
- Organized agency and client meetings

Advertising Coordinator/Executive Assistant – Beghelli Inc.

Jacksonville, FL - August 1990 to July 1994

- Provided administrative assistance to Vice President of North American operations, Sales Manager, and Warehouse Manager
- Coordinated all in-house advertising endeavors
- Created design and copy for advertisements, brochures, company newsletter, and product catalogs
- Composed company and product press releases
- Established and maintained Lighting Rep product program
- Purchased ad space in various trade publications
- Co-designed award-winning company booth [NYC Lightfair International exhibition, 1992]

Computer Skills

- Mac & Windows Operating Systems
- Microsoft Office Suite (Mac & Windows OS)
- Google Suite
- Mac Pages
- OpenOffice
- Website Design & Maintenance: Shopify and Wix
- Very fast learner with new computer softwares

Education

- **Florida Community College of Jacksonville** – Associate of Arts Degree, May 1990

Contact Information

- Portfolio Website: <http://cbouygues.wixsite.com/wordwrangler>
- Acme Photography YouTube Channel: <https://www.youtube.com/user/AcmePhotography1>
- Mobile: 864.313.4061
- Email: cbouygues@att.net