



LETRECE R. GRIFFIN

MARKETING | COMMUNICATIONS | BRANDING

CONTACT



(225) 288-3184



Letrece@LetreceG.com



www.LetreceG.com

EDUCATION

Full Sail University

Master of Science
Entertainment Business & Marketing

Loyola University New Orleans

Bachelor of Arts
Mass Communications & PR

SKILL SET

- Graphic Design
- Event Coordination & Production
- Photography
- Social Media Marketing
- Oral & Written Presentations
- Email Marketing
- Project Management
- Street Team Promotions
- Brand Strategy
- Volunteer Recruitment & Retention
- Media Training
- Content Development
- Strategic Marketing

ACCOLADES

- 2020 Leadership Baton Rouge Class (Baton Rouge Area Chamber)
- 2019 author of "The G Code: 15 Keys to Successful Marketing & Branding"
- 2018 Baton Rouge Business Report Executive Spotlight
- 2017 author of "The Write Way: A 21-Day Interactive Journal"
- 2016 "People to Watch" Recipient
- 2015 Marketing Award Winner
- 2014 Top Branding Experts on Twitter
- 2013 Manager of the Year

EXPERIENCE

KNOCK KNOCK CHILDREN'S MUSEUM

APRIL 2018 - PRESENT

MARKETING & COMMUNICATIONS SPECIALIST

- Assist in leading communications, publicity, brand alignment, and marketing tactics
- Project management and development for growth of museum attendance and membership
- Content creation for company website and social media pages
- Graphic design for brand elements - signage and digital marketing
- Building community relations with media personnel
- Creation and upkeep of media database
- Special event execution for donors, members, and volunteers
- Coordinating project management of all marketing contract services
- Social Media content creation and execution

LIBERTY'S KITCHEN

OCTOBER 2017 - APRIL 2018

MARKETING SPECIALIST

- Overall strategic marketing (planning & execution)
- Ensuring brand alignment across all programs & facilities
- Social media marketing, graphic design, and website updates
- Creating content and making posts for all social media platforms and company website
- Non-Profit storytelling
- Oversee marketing budget and allocation of funds for events, promotions, recruitment, etc.
- Event coordination and company liaison for inquiries and public appearances

POWER MOVE MANAGEMENT & CONSULTING

MAY 2004 - PRESENT

CONTRACT MARKETING SERVICES

- Public Relations, media consulting, project management, and executive messaging
- Social media content creation and marketing (including scheduling and content calendars via Hootsuite, etc.)
- Business and brand development including imaging, press releases, graphic design, and web design consultation
- Client Examples:
 - **LHA Trust Funds** (3-month contract): Press releases, graphic designs for marketing materials, website and social media content creation and distribution
 - **Cenikor Baton Rouge** (2-year contract): Event planner for annual fundraiser, secure sponsorships, silent auction items, and media placements
 - **Providence** (6-month contract): Event planner for over 50 company conferences and events, created company-wide checklist and calendar to ensure accuracy and consistency in all events, track and organize all marketing materials, provide pre and post event analysis

EXPERIENCE



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THE BELLE OF BATON ROUGE CASINO & HOTEL

OCTOBER 2015 - JUNE 2017

MARKETING MANAGER

- Content creation and distribution for company website and social media platforms
- Television and radio appearances to promote company events, initiatives and messaging
- Supervise all aspects of marketing department including brand compliance, advertising, direct mail, entertainment, promotions and special events
- Database management for client profiles and customer retention (tracking, coding, special offers, and redemptions)
- Scheduling and executing of promotions, special events, and live entertainment

REMINGTON COLLEGE

SEPTEMBER 2014 - MAY 2015

INSTRUCTOR

- Taught courses on speech/communications and career development
- Prepared lesson plans, trained students, evaluated student's development skills, tracked attendance, grades, and areas for improvement

WELLPOINT (BLUE CROSS/BLUE SHIELD)

SEPTEMBER 2011 - MAY 2014

PATIENT EDUCATION COORDINATOR

- Coordinated preventive care for Medicare-eligible patients by utilizing conflict resolution skills
- Maintained qualitative data on each patient to ensure optimal follow-up and resolution of benefits inquiries
- Efficient in healthcare operating systems - SharePoint, Healthy Returns System (HRS)

YWCA GREATER BATON ROUGE

MAY 2007 - JANUARY 2010

PROGRAM MANAGER

- Coordinated and promoted all company programs
- Communications liaison with media outlets, local schools, and sponsors
- Secured annually donated items to support program needs
- Hired, trained, and supervised program staff
- Conducted pre and post assessments to students to analyze program success
- Taught classes on HIV awareness, human sexuality, personal and social skills, and career development
- Created curriculum and monthly activities for youth group (Y-Teens) including educational meetings, scheduling guest speakers, volunteer opportunities and parent engagement sessions



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EXPERIENCE

THE BATON ROUGE RIVER CENTER EVENT COORDINATOR

JULY 2006 - APRIL 2007

- Planned and coordinated various mid-level to large-scale events, conferences, concerts, and trade-shows for nationally recognized clients such as WWE, JAM Theatricals, Feld Entertainment, the Louisiana Department of Transportation, and The Baton Rouge Symphony Orchestra
- Conducted event analysis outlining seating arrangements, staging, ticket-taking procedures, security details, audio-visual needs, fire inspections and cost estimates
- Multi-department collaboration, including food & beverage, operations, marketing, finance, and maintenance
- Point of contact for day of event to supervise event set-up, execution, and take down
- Managed and supervised upwards of 100 staff and event personnel
- Generated final event cost estimates, work orders, and post event analysis

INTERNSHIP

CLEAR CHANNEL RADIO LEAD MARKETING INTERN

2003 - 2004

- Pitched promotional campaign ideas for radio sponsors and advertisers
- Coordinated events including on-site giveaways, live remotes, and contests
- Planned promotional activities (sign placement and designs)
- Composed weekly analysis and market research of local events and market competitors
- Organized focus groups with listeners

AFFILIATIONS

DELTA SIGMA THETA SORORITY, INC. BATON ROUGE SIGMA ALUMNAE CHAPTER

REGIONAL LEADERSHIP TEAM

MELANIN 3 MEDIA

EXECUTIVE PRODUCER

INTERNATIONAL ASSOCIATION OF MINORITY WOMEN IN PUBLIC RELATIONS

MEMBER

THE NATIONAL COALITION OF 100 BLACK WOMEN. INC. METROPOLITAN BATON ROUGE CHAPTER

MEMBER

BATON ROUGE AREA ASSOCIATION OF BLACK JOURNALISTS

MEMBER

INDEPENDENT RECORDING ARTISTS & ARTS AWARDS (IRAA)

DIRECTOR OF OPERATIONS 2016-2019