



## Shawntel Asemota White

### I am a leader in experiential marketing and project management

Results driven project development coordinator with over ten years of experience organizing and managing a diverse range of business and community related projects and events.

My key skills include organization, multi-tasking, interpersonal, verbal, and written communication, and problem solving.

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## Get in touch!

### Email:

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### Mobile:

678-754-3322

### Website:

shawntelasemotawhite.com

### LinkedIn:

/SHAWNTEL.WHITE

### Blog:

soainspired.com

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## Work Experience

### Project Manager

#### The Ludacris Foundation | May 2018 - September 2018

Supported and planned all project goals and marketing initiatives. Managed the overall progression of project planning.

Oversaw all project documents, logistics, budgets, schedules, and meetings. Facilitated communication between clients and key community members. Implemented all marketing strategies and aggregated all campaign analytics to gather, analyze, and evaluate a variety of data points.

### Creative Director

#### AmbitiousX. | 2017 - 2018

Provided complete project management services for assigned special projects with the organization, including project research, venue procurement, budget management, material development, as well as audience and logistical management and marketing.

### Principle Consultant

#### The Soa Brand, LLC. | 2010 - Present

Provide business-objectives-driven counsel to clients in event planning, marketing, social and digital communications

Administer and perform recruiting and interviewing functions, and HR generalist functions for corporate services

Responsible for all creative operations for a specific group of accounts to include staff supervision and work production.

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## Specializations

- Social Media Management
- Digital Advertising
- Digital Marketing
- Event Planning & Public Relations
- Excellent written and verbal communication
- Detail oriented and highly organized,
- Excellent interpersonal and community relations skills

## Software

### Design:

Adobe Photoshop, Indesign, Canva

### Office:

Word, Excel, Powerpoint, GSuite

### \*Key Performances:

## Degrees & Certifications

### University of Georgia (Athens, GA)

#### Bachelors of Arts in Advertising

Program Director for the UGA Chapter National Council of Negro Women

Advertising Chair for HIV & AIDS Youth Prevention Program

Community Relations Ambassador for Habitat for Humanity, Athens, GA

### Florida Atlantic University (Boca Raton, FL)

#### Hospitality & Tourism Management Certification

### Udemy, online

#### Confidence Coach and Group Facilitator Certification

- Attracted over 20,000 attendees for one day experience and garnered over 4.7 million impressions for LUDAFAMDAY
- Brought together over 300 stakeholders to redesign education at the Georgia State Capital for EducateGA Summits