

# WINONA ROGERS

SOCIAL MEDIA, MARKETING,  
& SEO EXPERT

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**Dear Hiring Manager,**

I am writing to express my strong interest in the Field Marketing Manager position at Marriott. With over ten years of experience in Communications, Digital Marketing, and Social Media, I have maintained a six-figure blog traffic and collaborated with renowned brands, establishing myself as an influential industry figure. My expertise extends to coaching others in social media following building and SEO skills, as well as empowering small businesses with effective marketing strategies.

In addition to my marketing experience, I hold a Master's degree in Communication and Media Studies from Grand Canyon University and a Graduate Certificate in Digital Marketing and Social Media from Kennesaw State University - Michael J. Coles College of Business. Furthermore, I completed my Bachelor's degree with Honors at Reinhardt University and earned an Associate's degree in Business, Management, Marketing, and Related Support Services from Chattahoochee Technical College.

My dedication to making a positive impact in the digital world, combined with over fifteen years of diverse experience encompassing business ownership, management, social media marketing, sales, SEO, website design, market research, communications, and project management, uniquely positions me to drive engagement and growth at Marriott. I am committed to staying at the forefront of industry trends and best practices through continuous learning, and I am eager to bring my skills, passion, and extensive experience to the team at Marriott.

**SINCERELY,**

*Winona Rogers*

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✿ 112 LATHEMS MILL LANE, BALL GROUND, GA 30107



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SEO EXPERT



*With a relentless curiosity and a commitment to continuous learning, I thrive on staying at the forefront of industry trends and best practices. My ability to strategize and execute marketing initiatives that drive engagement and growth has been pivotal in achieving remarkable outcomes. My ability to strategize and execute marketing initiatives that drive engagement and growth has been pivotal in achieving remarkable outcomes.*

*Winona Rogers*

## EXPERIENCE

### NATIONAL CHANNEL MARKETING

LG ELECTRONICS, USA

2024-PRESENT

Develop and implement strategic marketing plans in close collaboration with regional sales managers for our distributors. A key aspect of this role is developing social media and marketing training classes for our distributors and LG Pro Dealers to enhance their digital presence and engagement.

### SOCIAL MEDIA STRATEGIST

LG ELECTRONICS, USA

2023-2024

Assist in developing and leading marketing and social media strategies for LG Air Conditioning Technologies to support the dynamic growth of the HVAC USA business division.

### OWNER

365 BRAND MEDIA, LLC

2014-2023

## EDUCATION

### Bachelor's of Science Degree

Reinhardt University

2008-2010

### Master's Degree in Communication

Grand Canyon University

2019-2023

## SKILLS

- NETWORKING
- GRAPHIC DESIGN
- ONLINE ADVERTISING
- MANAGING
- SEO/SEM
- SOCIAL MEDIA
- REGIONAL MARKETING
- WEB DESIGN

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