



# FELICIA McCOY

Digital Marketing Consultant

## CONTACT

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## SKILLS

- Digital Marketing
- Digital Media
- Digital Strategy
- Marketing Consulting
- Social Media Marketing
- Email Marketing
- Market Research
- Content Marketing
- Creative Content Creator
- Video Marketing
- Bulk Printing

## LANGUAGES

English

## CERTIFICATIONS

BBB Certified  
WBENC - Women's Business  
Enterprise National Council  
NGLCC - National LGBT Chambers  
Council  
Federal SAM Active

## SUMMARY

Over 25 years in marketing and 13 years in the digital & technical industry. Helping companies scale and build their digital platforms along with educating them on how to maintain their company's foundation. We are proficient in Digital Marketing, Consulting, Teaching, Content Creation, SEO/SEM Specialization, E-Commerce, Web Design and many other applications, using their marketing tools to help scale their businesses.

## EXPERIENCE

### Director of Marketing and Consulting

BG Promotions, Inc. / 2010-Present

- Our role involves managing accounts, solving problems, providing marketing consultations, creating digital platforms, executing digital marketing strategies, designing and producing ads, photography and videography, video editing, content creation, website building, managing digital media advertisement buying and online advertising, analyzing SEO and SEM, coaching and training clients, managing and engaging social media, providing direct mail and bulk printing distribution services.

### Digital Marketing Consultant

Signature Contingent Management, LLC / 2020-Present

- Our role includes managing accounts, executing digital marketing strategies (e.g., social media and email marketing), creating ads, and analyzing data with Google Ads and Analytics. It also involves content creation, managing digital media ads, coaching clients, analyzing SEO and SEM, managing social media, and creating marketing plans/campaigns. Additionally, our role includes video editing and production for marketing support.

## EDUCATION

ASCC, BADM / BBA, ENTREPRENEURSHIP in progress  
Georgia State University  
2024

BS, Humanities  
DeVry Institute of Technology  
1999-2002

BA, Accounting  
Jackson State University  
1995-1998