



FELICIA McCOY

Digital Marketing Consultant

CONTACT

📍 1115 Mt. Zion Rd. Unit B
Morrow, GA. 30360

☎ (678) 658 - 0247

🌐 www.bgpromotionsinc.com

✉ contactme@bgpromotionsinc.com

🌐 [linkedin.com/in/bgpromotionsinc](https://www.linkedin.com/in/bgpromotionsinc)

* <https://linktr.ee/bgpromotions>

SKILLS

- Digital Marketing
- Digital Media
- Digital Strategy
- Graphic Design
- 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

QuantifVMS / 2017-Present

- Our role involves managing accounts, solving problems, providing marketing consultations, creating digital platforms, graphic design, 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.

Marketing Consultant

BG Promotions, Inc. / 2020-President

- Our role includes managing accounts, executing digital marketing strategies (e.g., social media and email marketing), graphic design, 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