

Brittany Nelson

Contact

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Johns Island, SC 29455
540.808.6303
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My Professional Website

brittanynel.com

Education

Virginia Tech
Pamplin School of Business
B.S. Hospitality & Tourism
Management

Key Skills

Marketing Operations
Content Specialist
Internal Communications
Project Management
Operations Management
Customer Relations
Management
Company Culture Strategist
Employee Recruitment
Budget Planning

References

Henry Thompson, mentor
and former boss
Former Human Resources
Director, Kiawah Partners
hdtjr66@outlook.com

Melissa Trinh, colleague
Senior Graphic Designer,
Kiawah Partners
mtrinh@kiawah.com

Christina LaFountain,
former boss
Former Member Services
Manager, Kiawah Island
Club
843.532.5070

Objective

Experienced Marketing Manager with a demonstrated history of working in the hospitality and service industry. Hardworking team player seeking a position where I can apply my creativity, marketing skills, and customer service experience.

Experience

January 2016 – Present

Member Services & Marketing Manager • Kiawah Island Club

- Responsible for all Club marketing and communications materials (printed and digital) to 3,500+ Club Members and 500+ employees
 - Digital: Club website, mobile app, e-mail/e-blasts, Facebook, Instagram, Twitter
 - Printed: program guides, monthly calendars, brochures, posters, flyers
- Hiring and overseeing the Member Services department; including customer service, content writers, social media, and reservationists/concierge
- Collaborating with and creating content for all 12+ Club departments: Membership, Food & Beverage (6 restaurants), Spa and Salon, Golf (2 golf courses and golf learning center), Tennis, Fitness, Sporting Club, Boat Club, Event and Youth Programming, Business Center, Human Resources, and more
- Collaborating with sister company, Kiawah Island Real Estate, in maintaining a consistent brand under the umbrella of our parent company, Kiawah Partners
- Managing and executing all marketing requests from all 12+ Club departments. Organizing information into communication plans that are shared amongst department heads and senior management
- Overseeing communications with all 500+ company employees, as well as creating and maintaining branding of recruitment and orientation efforts. This includes e-mail announcements, TV display content, videos, and presentations that reach all company employees.
- Operations Management: overseeing event management and reservations processes; overseeing all Club operations and objectives (e.g. running weekly meetings with general manager, department heads, and other operational staff to discuss Club operations, programming, and budget.)
- Club Magazine Editor (January 2016-December 2019): created and oversaw layout and structure, hired writers, managed photography.
- Club Cottage Rental: oversaw rental operation (January 2016-December 2017) for 5 luxury cottages. When the program's success required the addition of 6 more cottages, a new position was created to solely focus on cottage operations.

September 2014 – January 2016

Member Services & Marketing Specialist • Kiawah Island Club

- Responsible for maintaining updated content for Club website, social media, and printed materials for the purpose of keeping Members up to date on the most current events, happenings, and changes.
- Organizing information from a dozen facilities/operations; then distributing in appropriate formats to Membership and Club employees.
- Concierge: Dining and Events reservations, Guest passes, and New Member orientations
- Training new employees about all information regarding Club, concierge practices, and Club Marketing

Leadership & Achievements

- Recipient of the 2020 Club Management Association of America (CMAA) World Conference Scholarship (1 of 5 winners from each state selected to attend 2020 World Conference with 3,000+ Club professionals in attendance)
- Co-Captain of the Kiawah Island Club's Employee Communications & Employee Orientation Committee ▪ *September 2018 – Present*
- Played key role in relaunching and rebranding Kiawah Island Club's New Employee Orientation & Current Employee Reorientation ▪ *October 2018 – Present*
- Kiawah Partners Employee Wellness Program – developing and campaigning programming for company employees to foster healthy work habits in and outside of the workplace ▪ *October 2018 – Present*
- Onboarded a number of successful new technology programs and processes during my time as Club Marketing Manager. I created proposals and presentations to senior management, onboarded programming, and trained staff in multiple areas outside of my own department on these new processes. In almost all of these cases, I still maintain the upkeep of these programs and systems.
 - Kiawah Island Club's Mobile App (available to iOS and Android devices) ▪ *launched August 2018*
 - Resy for dining reservations at the Club's fine dining facilities ▪ *launched February 2020*
 - Microsoft Sharepoint – multi-page website for all company managers to access which contains all operations information, marketing and communications, request forms for operational changes and marketing collateral, manger deadlines, Human Resources forms, etc. ▪ *launched June 2020*
 - MemberText & Textology – Text message program (Text Blasts and one-on-one text platform with 3,500+ Members and 500+ staff) ▪ *launched August 2019*
 - RiseVision Digital Signage – 12+ TV displays in employee areas at all facilities that communicate Club happening, major projects, and news pertinent to staff via more fun and engaging content (e.g. videos, staff pictures, contests, etc.) ▪ *launched June 2018*
 - Jonas Activity Management – reservation system for all recreational activities and services (Boat Club, Sporting Club, fishing charters, kayak rentals, luxury shuttle service, tennis and squash court booking) ▪ *launched August 2016*
 - Instagram accounts:
 - Kiawah Island Club Instagram, @kiawahislandclub ▪ *launched June 2016*
 - Kiawah Island Club Recruitment Instagram, @workatkic ▪ *launched October 2019*
 - Google Drive and corresponding programs (Google sheets, forms, docs) – along with utilizing forms and sheets for overall Club Communication Plan, I changed how we store and document data from emailed documents to shared templates that update in real-time, and helped multiple departments adopt same system over time ▪ *launched March 2016*