



Brittany Nelson

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, operational strategy, marketing skills, and customer service experience.

Experience

Member Services & Marketing Manager • Kiawah Island Club

January 2016 – present

Management of all Marketing and Member Services functions and staff that serve 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

- **Marketing:** oversee all digital and printed Club communications to 4,000+ Club members, prospects, and 500+ employees
Marketing Channels: website (kiawahislandclub.com) and mobile app, e-mail campaigns, social media, and digital TV signage
- **Member Services:** customer service and concierge for 4,000+ Club members and prospects, technology implementation and onboarding of all operational software and systems (reservations, scheduling, etc.)

Department Management: responsible for recruiting, interviewing, and hiring of all employees in the Member Services and Marketing departments. Conduct regular performance reviews, department retreats, continued education, and development

Operations Management: overseeing event management systems, and reservations processes for all Club services and amenities; direct all Club objectives (e.g. running weekly meetings with General Manager, department heads, and other operational staff to discuss Club operations, programming, and budget.)

Collaborate with sister company, Kiawah Island Real Estate, to maintain a consistent brand under the umbrella of our parent company, Kiawah Partners

Create annual department budgets and maintain balanced budget throughout the year for both Marketing and Member Services departments

Collect and present reports and analysis for all Club departments, including: marketing efforts, engagement, media channels, customer feedback, etc. Then present findings to senior management, sister company (real estate), department managers, etc.

Club Magazine Editor (*January 2016 – December 2017*) • created and oversaw production, layout, and structure; hired writers; managed photography

Club Cottage Manager (*January 2016 – December 2017*) • oversaw successful rental operation of 5 luxury cottages until the operation was broken out into a separate department with the acquisition of 8 more cottages

Member Services & Marketing Specialist • Kiawah Island Club

September 2014 – January 2016

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

Organized information from a dozen facilities/operations; then distributed in appropriate formats to Membership and Club employees


Concierge: Dining and Events reservations, Guest passes, and New Member orientations

Trained new employees about all information regarding the Club, concierge practices, Club Marketing, and more

Contact

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 brittanynel.com

Education

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

Skills

Operational Strategy & Management
Marketing Content Strategy
Project Management
Event Management
Budget Planning
Analysis & Data Presentation
Software & Systems Onboarding and Implementation
Company Culture Strategy
Customer Relations Management
Social Media Marketing
E-mail Marketing
Website & Mobile App Content Management
Team Leadership, Training, and Development



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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*
 - ◆ Kiawah Island Club Team Website – 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*

References

Henry Thompson, *mentor and former boss*

Former Human Resources Director, Kiawah Partners

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Melissa Trinh, *colleague*

Senior Graphic Designer, Kiawah Partners

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Christina LaFountain, *former boss*

Former Member Services Manager, Kiawah Island Club

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