

# LORENZO R. GREEN III

## Marketing Manager

Katy, TX 77449 | (682) 433-3618 | lougreen26@gmail.com

PR Portfolio: <http://crownpr.weebly.com/>

Critical Market Research Analyst gleaning deep insights to drive profits. Studies customer surveys and company transaction data to highlight new avenues towards increased revenues, quantifying return on lead generation methods and profitability of products and services.

---

## SKILLS

- Media inquiry management
- PR strategy development
- Event planning
- Campaign building
- Crisis communication
- Google Tag Manager
- AV Equipment Setup
- B2B, B2C Marketing
- Data analysis
- Ap Style
- Website development
- Graphic design
- Conflict resolution
- Filming
- Google Analytics Certified 360
- SEO Optimization
- InDesign
- Internet research
- Artist management
- SEMrush
- Zoom, Slack, Discord

## Professional Experience

July 2022 - April 2023

**PRODUCT MARKETING SPECIALIST**, Living Spaces, Katy, Tx, *Full-time*

- Created, proofread, and edited copy to cultivate consistency and adherence to the brand image across marketing channels.
- Handled customer inquiries with attention to detail.
- Maintained an accurate cash drawer and reconciled money in the drawer at the end of each shift.
- Enforced brand guidelines in deliverables to deliver a cohesive and consistent brand strategy.
- Developed and maintained requirements, budgets, and campaigns for customer initiatives.
- Networked with industry influencers to promote brand engagement and increase exposure.
- Researched and analyzed customer purchasing habits, trends, and preferences.

January 2018 - January 2023

**PUBLIC RELATION/ DIRECTOR OF MARKETING**, Parker & Pierce Agency Media, Memphis, TN

- Using HubSpot CRM Tool to nurture consumer leads with social media engagement for artists' social media following by increase for an awareness campaign by 50%
- Call leads for a marketing plan and ideas for a future project.
- Provide efficient and accurate service to multiple clients of various sizes during the busiest times, including holidays.
- Prepared PR strategies for short- and long-term business initiatives.
- Developed media relations strategies with high-level placements for optimal coverage.
- Maintained consistent brand messaging and controlled public perception with persuasive statements.
- Coordinated full-scale public relations activities and work of team of twenty PR professionals.

### September 2018-2021

#### **BRAND AMBASSADOR/ CAMPAIGN STRATEGIST**, Refugee Outreach Collective, Remote

- Uncovered brand advocacy opportunities by engaging, educating and befriending customers.
- Collaborated with team members to align department goals, processes and procedures.
- Acted as point of contact for existing and potential customers within assigned territory.
- Identified local business opportunities and challenges to expand product sales.
- Monitored brand movement, pricing and distribution patterns.

### April 2016 - 2017

#### **Freelance Sound Editor/ Production Assistant**, VEST TV NETWORK, INTERNSHIP

- Prepared microphones for video, film, television, podcasts, and other productions on Roku. Assembled and operate sound equipment, and edited video sound, material, content, and graphics packages.
- Assisted talent and crew, synchronized, mix, edit reproduced music, voices, and sound effects for the production.
- Reported any problems with complex equipment, made routine repairs, and troubleshoot.
- Mic and camera set up for talents and announcers. Rough edit content for video, basic audio production, and podcast production.

### June 2012 - 2016

#### **MATERIAL MANAGEMENT**, Ingredion / Turtle & Hughes, Indianapolis, IN

- Created meetings for Production Planners, Buyers, Department managers & staff about how to market equipment for engineer access to create revenue outlet to B2B needs.
- Worked closely with stakeholders to identify business requirements, perform analysis, and provide data-driven recommendations.
- Issued materials through SAP Software Material Management and used a sit-down Forklift for the product.

### JUNE 2010 - 2012

#### **TEAM LEAD/ MARKETING SERVICES**, Amazon Fulfillment, Indianapolis, IN

- Team Leader for receiving department for rates, adjusted errors, and meet rates.
- Customer inbound calls for names and product error issues.
- Processed order numbers for in-house Excel sheets.
- Lead over 200 employees.

### August 2003 -2006

#### **IT TECH COMMUNICATION SPECIALIST**, St Anthony Hospitals, Michigan, Indiana

- Helps to install network hub closet.
- Troubleshoot computer and Category wiring.
- Provide solutions for Customer Service needs. And recruited employees on the team.

OTHER UNRELATED WORK HISTORIES CAN BE PROVIDED UPON REQUEST.

## EDUCATION

### **PUBLIC RELATIONS, M.A.,** FULL SAIL UNIVERSITY

- Majored in Marketing
- Awarded Salutatorian, PR program Academic Award.
- Graduated in the Top 5% of Class
- Graduated with [3.98] GPA
- Coursework: [Website management], analytics, and demographic targets
- 

### **AUDIO ENGINEER, B.S.,** FULL SAIL UNIVERSITY

- Volunteered at Refugee Outreach Collective
- Minored in Business Marketing
- Graduated in the Top 15% of Class
- Majored in Audio engineer.
- Member of Honor's Society
- Continuing education in Marketing

### **CERTIFIED COMPUTER NETWORKING,** GARY AREA CAREER CENTER

- Wiring internet for businesses, schools, and hospitals.
- Connect hub and router for internet connection.
- Terminate wire by sending it through the wall and ceiling for direct connection.

## VOLUNTEER & LEADERSHIP

- Writing Union Club – Full Sail University
- 3300 & Climbing – College Artist Development Initiative
- National Honor Society
- Memphis in May – Volunteer
- Refugee Outreach Collective (ROC)- Non-for-profit program
- Academic Achievement Award for Public Relations Program – Full Sail University
- Google Analytics Certification 2022
- IT Tech Cisco Computer Certification 2010