

# Frankie Marrs

Charleston, WV | [Linked In](#) | (304) 380-3633 | [frankie.marrs4@gmail.com](mailto:frankie.marrs4@gmail.com)

## WORK EXPERIENCE

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### **AmeriCorps Seniors**

*Field Coordinator*

**Charleston, WV**

*February 2024- Current*

- Spearheaded volunteer recruitment efforts through diverse channels including community events, presentations, and online platforms, resulting in increased participation in the Foster Grandparent Program.
- Established and maintained an active social media presence to engage potential volunteers.
- Collaborated with project staff to provide comprehensive supervision and training for volunteers, ensuring adherence to program policies and effective support for Foster Grandparents in their assignments.
- Conducted regular site visits to volunteer stations, monitoring volunteer satisfaction and program impact, while facilitating effective communication between volunteers and program stakeholders.

### **Charleston Light Opera Guild**

*Social Media Manager / Marketing Specialist*

**Charleston, WV**

*May 2023-Current*

- Crafted captivating stories, leveraging storytelling techniques to connect with audiences and enhance event visibility.
- Remained visible to directors, cast, and marketing team for interviews, news events, and other content for marketing campaigns through multiple projects.
- Collaborated with cross-functional teams to develop content calendars, ensuring timely delivery and alignment with marketing campaigns.
- Proofread and edited content to ensure accuracy, clarity, and grammatical correctness.
- Conducted in-depth keyword research and implemented SEO optimization strategies to improve search engine rankings.

### **Putnam Princess Parties**

*Social Media Manager / Event Coordinator*

**Teays Valley, WV**

*June 2023-Current*

- Conducted performance analysis of content using analytics tools, identifying areas for improvement and implementing data-driven optimizations.
- Created diverse content across multiple platforms, including articles, social media posts, videos, and infographics, to engage and attract target audiences.
- Collaborated with design teams to create visually appealing and impactful content assets.

## LEADERSHIP EXPERIENCE

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### **Electric Beach**

*General Manager*

**Charleston, WV**

*May 2023-Current*

- Oversee daily operations of the salon, including staff management, customer service, and inventory management.
- Support District Manager in implementing sales and marketing strategies to drive business growth and increase customer retention.
- Facilitate administrative tasks such as scheduling, payroll, inventory orders, and budgeting for both locations to aid the District Manager.
- Address customer inquiries, concerns, and complaints in a professional and timely manner to ensure high levels of customer satisfaction.
- Monitor equipment maintenance and repair needs, coordinating with vendors as necessary to keep all tanning equipment up to date and in optimal condition for the salon.

### **Alo Yoga**

*Assistant General Manager / Head of Beauty Department*

**Santa Monica, CA and Beverly Hills, CA**

*July 2021-December 2022*

- Demonstrated ability to discover, cross-train, and develop new talent within the business to drive revenue with strong suggestive selling strategies and elevated guest interaction. Hosted corporate members for bi-weekly departmental walk-throughs of the sales floor, as well as submitted a weekly high-level business recap stating the wins, opportunities, and focuses for each department.
- Pioneered the first, and only, managerial on-boarding workbook that incorporated Standard Operating Procedures for the business to ensure proper and timely education for developing leaders in the building. Traveled to other retail locations to offer support on the sales floor in multiple New Store Openings, in addition to playing a strong role in the training for leadership of new stores.
- Led the company in sales of its new Beauty and Wellness line with the team driving upwards of 150+ units weekly with coaching and facilitating educational sessions for the team to develop strong selling strategies and facts in regard to the line itself.

**Museum of Sex**  
*Guest Relations Manager*

**New York, NY**  
*February 2021-June 2021*

- Demonstrated consistently distinguished performance within an elevated guest interaction and museum fluidity.
- Led the scheduling of guest entrance times with ticketing partnership to ensure proper COVID-Safe Protocol was followed within the business.
- Advocated for the team by presenting to board members a plan to raise compensation based on the strong performance made by employees on the museum floor.

**EDUCATION**

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**Marshall University**  
*Master of Arts Communication Studies*

**Huntington, WV**  
*2024*

- 4.0 GPA
- Graduate Teaching Assistant for Undergraduate Public Speaking Course
  - Responsible for 45+ students per semester, including the creation of lesson plans, day-to-day classroom operations, as well as grading and hosting office hours available to students out of class hours.
  - Recipient of the Outstanding Graduate Student in Communication Studies Award
- Presentation Center Employee
  - Facilitated appointments with students across university disciplines to discuss oral presentations, research aid, presentation creation, outlining presentations, managing nervousness, as well as mock interviews and job talks.

**American Musical and Dramatic Academy**  
*Bachelors of Fine Arts Musical Theatre*

**New York, NY / Los Angeles, CA**  
*2022*

- Graduated *Summa Cum Laude* with a 4.0 GPA
- Partnership with the production team as an Assistant Stage Manager for 5+ Senior Showcases in New York City. Facilitated tech rehearsals with backstage leadership and attendance notation.

**CERTIFICATIONS**

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- Behavioral and Social Science Research Certification *CITI Program - 2023*
- Design for Delight Microcredential *Marshall University - 2023*
- Inbound Certification *Hubspot Academy - 2024*
- Inbound Marketing Certification *Hubspot Academy - 2024*
- Digital Marketing Certification *Hubspot Academy - 2024*
- Hubspot CMS for Marketers Certification *Hubspot Academy - 2024*

**SKILLS & INTERESTS**

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**Skills:** Proficient in Microsoft Suite (Word, Excel, Powerpoint) as well as some basic HTML coding training. Strong and continuing development in business analysis, social media, and digital marketing. Proficient in conducting research and synthesizing complex information to support academic studies and project initiatives effectively. Currently developing written knowledge and language proficiency in the Spanish language.