

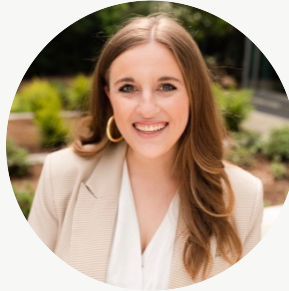
MALLORY GILLILAND

Profile

A passionate professional recognized for creating and spearheading a successful and thriving marketing sub department as well as maintaining and growing accounts through various positions.

Resourceful and well-organized with excellent leadership and team building record. Customer oriented manager with strong history of leading high-performance teams to meet exceeded objectives.

Looking to contribute my knowledge, skills, and passion to a company that has parallel beliefs and values that offers genuine support and development.



CONTACT

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📍 Houston, Texas

WORK EXPERIENCE

Accounts & Event Marketing Manager

The Daily Grace Company / Houston, TX

Spearhead and grow relationships with churches and wholesale accounts via social media and strategic marketing plans. Direct Daily Grace Event team for multiple events per year including IF Gathering and Gospel Coalition Women's Conference.

- Contribute with full marketing team in creating strategic planning for social media – via graphics, stories, and reels.
- Partner with marketing team in brainstorming and executing sales strategies to get company from 40% behind sales goal for year to on track within five months.
- Create and build relationships with multiple churches leading to sales of \$200,000+ for their small groups and retail spaces.
- Spearhead connection and partnership with Altar'd State to sell our products in multiple stores nationwide.
- Develop a strategic marketing plan for wholesale and church accounts to target seasonal needs as well as church felt needs.
- Spearhead and create an events sub department of the marketing team.
- Host and create successful pop-up booths at multiple events per year by creating a successful marketing strategy, selling products, and connecting with customers on a personal level during events.
- Partner with e-commerce specialist in creating a successful and effective website for both wholesale and retail.
- Develop a structured and efficient schedule every month for marketing newsletters for both wholesale and church accounts.
- Plan and lead marketing meetings walking through weekly revenue, department updates, and revenue goals.
- Build customer loyalty through specific marketing plans for each sub-department within the marketing team.

Customer Delight Specialist

The Daily Grace Company / Houston, TX

Effectively nurture and grow customer relationships through multiple platforms by taking care of specific issues and questions. Build successful relationships with Church Leadership by creating and maintaining tax exempt and wholesale accounts.

- Educate customers and potential customers who had any questions about Daily Grace Policies or products.
- Assist with marketing team in coordinating and filming video content for social platforms (including Instagram stories, reels, etc.)

SKILLS / Professional

- Project Management
- Organization Strategies
- System Creating
- Attention to Detail
- Enhancing Quality
- Fostering Innovation
- Proofreading Documents
- Enhancing Quality
- People Development
- Strategic Planning
- Verbal Communication
- Analytical Thinking
- Problem Solving
- Fostering Teamwork
- Customer Orientation
- Self Confidence

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WORK EXPERIENCE CONTINUED

- Strategize with Operations team in implementing new initiatives to increase customer satisfaction and engagement which lead to customer acquisition/conversion.
- Develop SOP's for certain systems and procedures to train new employees which leads to a more confident team which leads to satisfied and returning customers.
- Ensure customer's experience with the company is positive by taking care of various needs while reflecting the mission and vision of the company.

Worship Leader

Faith Family Church / Baytown, TX

From the building of worship teams, to the development of leadership skills built in a worship culture at churches ranging from 2,000 – 20,000+ in attendance; building teams, mentoring, and achieving toward a common vision/goal has always been a natural gift. This specific worship team needed a lot of nurturing and leading from a healthy place, which is what I was able to do in this season by assisting in creating a worship culture that looked like Jesus on and off stage.

- Assist in the scheduling, mentoring, and discipling of staff leaders/volunteers buy into the local church & vision/mission ahead.
- Creatively give input toward the aesthetic & vision behind creative projects, series, and service flows for large/global church gatherings.
- Often one-on-one connects and leading to onboard & build those who make up the culture of our teams
- Constant collaboration with different departments of the church to execute different events to successfully deliver & cater events of all contrast.
- Create a successful onboarding process to our new team members to get them in a place where they feel confident and successful in their leadership skills on and off stage.
- Design and create a Team Culture Handbook to implement to our team to ensure a healthy community and team environment within and beyond the four walls of the church.

SKILLS / *Technical*

- Shopify
- Faire Wholesale
- Klaviyo
- Gorgias
- Planning Center
- Social Media Platforms
- Search Engine Optimization

EDUCATION

Bachelor's Degree,

Education/Marketing

Western Governor's University |
Evangel University

REFERENCES

Sara Head

The Gospel Coalition
678.836.7750

Tori Sullivant

Cultivate What Matters
334.237.0462

Sarah Roberts

The Daily Grace Company
815.220.1018

Anna Brooks

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