

FELICIA McCOY

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SUMMARY OF QUALIFICATIONS

Marketing Strategist and Digital Consultant with 25+ years of experience in digital marketing, brand development, and operations management. Known for strong strategic thinking and analytical decision-making, with a focus on building CRM systems, automation workflows, and multi-channel campaigns drive business growth. Customer-focused professional with a strong background in SEO/SEM, paid advertising, and data-driven strategy

EDUCATION

Georgia State University **Atlanta, GA**
Bachelor of Business Administration, Entrepreneurship **June 2026 - December 2027**

Georgia Perimeter College **Decatur, GA.**
Associate of Science of Business Administration **June 2024 - May 2026**

CERTIFICATIONS/ EXAMS AND PROGRAM SKILLS

- Microsoft Excel Advanced Badge
- Adobe Photoshop

WORK EXPERIENCE

BG Promotions, Inc. **Morrow, Ga**
Marketing Consultant **January 2020 - Present**

- Lead a marketing consulting firm focused on digital strategy and brand development for 10+ client accounts
- Build CRM systems and automation workflows to enhance operations and facilitate lead generation pipelines
- Supervise 10+ client accounts, driving engagement and customer retention through strategic digital marketing initiatives
- Execute multi-channel campaigns across social media, email, and paid advertising, directing brand visibility and engagement across 10+ client accounts
- Optimize websites, SEO, and paid ads for 10+ clients, increasing visibility, traffic, and conversions

QuantifiVMS, Inc. **Morrow, Ga.**
Director of Marketing and Consulting **January 2017 - January 2026**

- Lead digital marketing strategy and consulting, supporting brand growth and customer acquisition through multi-channel campaigns across social media, email, and paid advertising
- Develop integrated campaigns across social media, email marketing, and paid advertising platforms, directing engagement, traffic, and brand visibility
- Design websites, landing pages, and CRM systems to streamline operations and support business development
- Lead advertising campaigns (Google Ads and social media), using data analysis to improve ROI and performance
- Conduct SEO/SEM analysis across digital campaigns, increasing search visibility and organic traffic

SKILLS

- Digital Marketing Strategy
- Marketing Operations
- SEO/SEM
- CRM & Marketing Automation

LANGUAGES

- English

CERTIFICATIONS

- BBB Certified Business
- WBENC Certified (Women's Business Enterprise National Council)
- NGLCC Certified (National LGBT Chamber of Commerce)
- SAM.gov Registered (Federal Contractor Eligible)