

MARILYN FERRELL

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Brand marketing and communications professional with 10+ years of experience leading integrated marketing, loyalty, communications, and brand strategy initiatives across multi-unit hospitality and restaurant organizations. Proven success managing CRM campaigns reaching 200K+ loyalty members, overseeing multi-market menu rollouts, executing experiential events, and driving guest engagement across digital, print, social, and in-store channels. Skilled at balancing creative brand storytelling with operational execution in fast-paced hospitality environments.

CORE EXPERTISE

Hospitality Marketing
Multi-Unit Brand Management
Loyalty & CRM Marketing
Integrated Campaign Strategy
Guest Engagement
Brand Communications

Menu Launch Execution
Event Marketing
Creative Direction
Vendor & Agency Management
Community Partnerships
Email & SMS Marketing

Content Strategy
Operational Marketing Execution
Social Media Strategy
Cross-Functional Leadership

PLATFORMS & TOOLS

Paytronix
Adobe Creative Suite (InDesign, Photoshop, Illustrator)
Canva
Squarespace, Weebly, Wix, WordPress
Mailchimp

Basecamp
Microsoft Office Suite
Google Workspace
CRM & Email Marketing Platforms

PROFESSIONAL EXPERIENCE

SENIOR BRAND MARKETING MANAGER

Sterling Hospitality | Atlanta, GA • March 2022 – Present

- Lead integrated brand marketing strategy for 18 Marlow's Tavern locations, the Woodall, and 30+ Sterling Culinary Management accounts across digital, CRM, social, print, web, and experiential channels
- Manage loyalty marketing strategy for a 200K+ member Insider database, including email, SMS, push, pull, referral, birthday, and promotional campaigns through Paytronix
- Oversee campaign planning and execution for 1–3 weekly email campaigns reaching 68K+ opted-in subscribers
- Direct biannual multi-market menu rollouts across eight menu versions, ensuring operational consistency across print, POS, web, online ordering, and third-party delivery platforms
- Manage all menu updates and ongoing marketing changes for Sterling café concepts throughout the year
- Coordinate cross-functional marketing initiatives with executive leadership, operations teams, culinary leadership, general managers, market partners, and agency partners
- Lead agency and vendor relationships including PR firms, photographers, creative agencies, printers, and branded merchandise vendors
- Spearhead loyalty program enhancements including new Insider tier initiatives and the Marlow's 100 Club program
- Support experiential marketing initiatives including guest-facing events, employee engagement events, fundraising initiatives, and annual community golf tournaments
- Assist with budgeting and vendor management for marketing initiatives, print production, branded materials, and company events
- Mentor interns and provide leadership support to field marketing team members and agency partners
- Develop and maintain marketing calendars, campaign timelines, promotional messaging, and brand standards across multiple concepts

COMMUNITY DEVELOPMENT MANAGER

FlatironCity | Atlanta, GA • October 2018 – March 2022

- Led marketing campaigns across social media, email marketing, events, PR, and website content for one of Downtown Atlanta's most recognizable coworking communities
- Managed inbound sales leads and supported business development initiatives for flexible office leasing and long-term tenant relationships
- Directed website redesign initiatives, SEO strategy, and digital campaign execution to improve engagement and visibility
- Built community development and branding strategies focused on tenant retention, networking, and member experience
- Coordinated partnerships, client relationships, and community events to strengthen brand awareness and business growth
- Supported creation of a collaborative workplace culture through tenant communications, internal events, and ongoing engagement initiatives

COMMUNICATIONS SPECIALIST

Town of Kiawah Island | Kiawah Island, SC • September 2016 – October 2018

- Managed communications initiatives, including newsletters, publications, website content, social media, event promotion, and community outreach
- Designed marketing and communication materials using Adobe Creative Suite for public-facing campaigns and municipal communications
- Planned, marketed, and publicized arts, cultural, and community events to increase public engagement
- Coordinated media and promotional efforts to support town initiatives and improve community awareness
- Analyzed communication and campaign performance data to improve digital engagement strategies
- Assisted in planning employee engagement initiatives and internal culture-building events

ASSISTANT PROPERTY MANAGER

SERVER & BARTENDER

Kiawah Island Golf Resort | Kiawah Island, SC • January 2014 – September 2016

- Supported hospitality and property management operations within a luxury resort environment
 - Developed strong guest service, communication, and operational skills through direct guest-facing hospitality experience
 - Gained foundational experience in hospitality operations, guest engagement, and service standards that continue to inform marketing strategy and brand positioning
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EDUCATION

Georgia College & State University | Milledgeville, Georgia

Bachelor of Arts in Mass Communication
Concentrations in Journalism & Public Relations

ADDITIONAL HIGHLIGHTS

- Extensive experience supporting multi-location restaurant and hospitality brands across Georgia and Florida markets
- Strong background balancing creative marketing execution with operational and cross-functional business needs
- Experienced in managing fast-paced hospitality timelines, seasonal promotions, menu launches, and guest engagement initiatives
- Proven ability to build strong relationships across executive leadership, operations teams, agencies, vendors, and community partners
- Skilled storyteller with a journalism and communications background supporting strong brand voice development and guest-facing communications