

# Codie Gentry



INDEPENDENT CONTRACTOR



# Codie Gentry

## MARKETING

I am a creative marketing professional with over 10 years of experience, specializing in brand growth, content creation and experiential events and marketing.

### CONTACT

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📷 @codieannie  
📍 Belleair Bluffs, FL

### EDUCATION

Middle TN State University  
BS, 2009  
Major: Business Management  
Minor: Marketing

### EXPERTISE

**EM:** Mailchimp  
**PM:** Microsoft Teams, ZOHO  
**SM:** Facebook, Instagram, LinkedIn, Tiktok, Vero  
**SMM:** Hootsuite, Loomly  
**EM:** Eventbrite, Tock  
**WM:** Godaddy, Wix, Showit, Bentobox  
**AM:** Yelp, Trip Advisor, Google Business.  
**General:** Microsoft Suite, Google Drive  
**Design:** Canva, Adobe Express

### SKILLS

Graphic & Web Design  
Event Curation & Management  
Social Media Management  
Content Strategy & Creation  
Advertising & Branding  
Email Marketing  
Conceptualization & Copywriting  
Creative direction & Development

### SOFT SKILLS

Creativity  
Communication  
Teamwork  
Adaptability  
Self Starter  
Problem Solving  
Work Ethic  
Kind  
Project Management

### EXPERIENCE

Follow this Adventure, LLC  
Founder, 2020-Present

ENGAGE: Freelance Marketing & Event  
2012 - Present

Rains Management, Hospitality Group  
Marketing Director, 2018 - 2022

12th & Broad of USAT  
Manager of Experiences, 2014 - 2017

# GRAPHIC DESIGN

## à la carte, add on services and additional fees

Each graphic design includes a 15 minute consult and two revisions.

### 1 | New Menu

Creating a new menu from scratch.

**\$ 500**

### 2 | Post Card / Checkbook Insert

2 sided marketing piece

**\$ 300**

### 3 | Event Kit

Includes: Flyer for event, Menu, IG square graphic, FB Cover photo, Tock graphic, Direction sign, Menu resized for placement.

**\$ 600**

### 4 | Business Card

New Employee in current template / new business card design

**\$120/\$300**

### 5 | Ad

Price varies on size and detail needed in ad

**\$ 400**

### 6 | Flyer, Social or Email Graphic

Basic 8 1/2 x 11 or sized for social or newsletter

**\$120**

# GRAPHIC DESIGN

## 7 | Media / Press Kit

a set of promotional materials that introduce potential clients to your brand.

**Starting at \$1200**

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## 8 | Promotional Brochure

Marketing brochures help companies market their products or services. They're traditionally single or multi-fold paper-based documents

**Starting at \$1200**

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## 9 | Pitch Deck

a presentation deck that is used to pitch your idea or company to any number of audiences, generally investors. One of the single most important aspects of creating an effective pitch deck is to organize it based on the audience and forum to which it is being presented.

**Starting at \$1200**

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## Hourly Graphic Design Rate

Charged by the half hour and full hour. This hourly rate is ideal for quick edits or changes needed to an existing design.

**\$60**

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## Expedited Fee

If there is less than a 48 hour turnaround (inside of business hours) an additional \$120 fee will incur. (if my schedule allows for an expedited order)

**\$120**

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# SOCIAL MEDIA

## Basic Package

Social Media level 1

### 1 | Social Posting

Content package for basic social media management. Keep your audience engaged with thoughtful curated posts.

Post: Content will be shared from Guests, Staff and Photographers.

Stories: Guest reshares, "specials" mentions and recycling content from page.

Platforms: Facebook, Instagram

### 2 | Frequency

Page content: posted 3 times a week

Story content: 3 story share, 3-4 times a week.

### 3 | Engagement

Inbox responses, direct connect on shares and mentions of brand.

### 4 | Monthly Update

Monthly reporting of growth and engagement rates.

**Starting at \$1400  
monthly, w/ six month contract**

## Premium Package

Social Media level 2

### 1 | Social Posting

Content package for premium social media management. Keep your audience engaged with thoughtful, everyday curated posts.

Post: Content will be shared from Guests, Staff and Photographers.

Stories: Guest reshares, "specials" mentions and recycling content from page.

Platforms: Facebook, Instagram, Google Business

### 2 | Frequency

Page content: posted 6-7 times a week

Story content: 6-7 story share, 6-7 times a week.

Google Business: Once a week posting

### 3 | Engagement

Monitoring Reviews, Check-ins, Posts. inbox responses, direct connect on shares and mentions of brand.

### 4 | Monthly Update

Monthly reporting of growth, engagement rates and audience breakdown.

**Starting at \$2200  
monthly, w/ six month contract**

# PEOPLE **love** WORKING with ME.

## *Here's what they are saying...*



"Collaborating with Codie on marketing assets has been a game changer for the TWT, We almost instantly we began to see an increase in overall engagement and metrics.

The voice she evokes in our content creates a sharable, intriguing, and also educational language that is true to our values and brand. I couldn't do it without her!"

***Charity Toombs, Executive Director  
TN Whiskey Trail***

"Working with Codie has been an absolute pleasure! Our social media has seen an increase of over 6k followers and our engagement levels have gone through the roof.

Codie has been super informative along the way. She has let us know what we can do better and how to get customers to follow through on purchases when they engage with us. Not only has she transformed the way we have interacted with clients but she has brought us marketing ideas we previously did not know about or didn't even think about doing.

Codie has been one of the most pleasant people we have worked with. She is extremely accommodating, patient, and knowledgeable. We highly recommend her services to anyone who is interested in growing their business!"

***Tanner Pedersen , Owner  
Depth Wish Freediving***

"Codie's passion and ability to reach people and understand the demographics of the target market are second to none.

She has the ability to put into words and graphics the message you want heard. We have worked off and on with Codie for years and I wouldn't hesitate to recommend Codie to any business wanting results."

***Andrea Faria, VP  
LEAP Solutions***

