

CINDY SIMMONS CARNELL

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Summary

High energy Communications and Marketing expert with 20 years of media experience in audience engagement, website and social media content creation, digital storytelling, public and media relations, client management, influencer marketing, marketing strategy, special event planning, spokesperson, and traditional radio.

Experience

Communications and Marketing Consultancy **03/2015 to Current** **Cindy Simmons.com** **Winter Garden, Florida**

National consultancy focused on branding, social media, marketing, and event planning for Fortune 500 companies. Clients include Perdue Farms, RaceTrac, and Omaha Steaks. Created, produced and measured engaging digital content designed to drive sales, social media engagement and brand recognition. Served as talent in Disney Parks Blog videos and regularly contribute to the Disney fan-site The Main Street Mouse.com. Content creator of high-engagement weekly Facebook Live show, focusing on storytelling, pop-culture, family travel, and lifestyle topics. Execute digital promotions utilizing the latest social media platforms and algorithms. Manage relationships with Social Media Influencers to build a digital footprint of clients and digitally influencing external audiences via sharing stories and content on website and social media. Successfully manage client budgets, measure and report KPIs and accurately report metrics of marketing programs.

Media Personality **12/2018 to 01/2020** **Z88.3 Radio** **Orlando, Florida**

Hosted daily radio show. Managed social media for Z88.3 Middays Facebook page. Contributed to the Z88.3 Instagram account. Helped manage and implement radio station events and promotions. Communicated with external audiences via on-site events, social media, and email.

Content Creator, Marketing and Promotions Contributor, Media Personality **02/2003 to 02/2015** **STAR 94/Entercom Communications** **Atlanta, Georgia**

Effectively created content for on-air show, station's website, and social media. Worked with external audiences including a large volume of high-profile celebrity guests and clients as well as contest winners. Hosted and led station events with promotions team for client promotions, charities, and concerts. Partners included W Hotels, NBC-Atlanta affiliate, Atlanta Falcons, ALS Association, Verizon Wireless and Tory Johnson of Good Morning America. Developed the first blog for the radio station, Pinterest, and Instagram accounts and managed radio station's image via station events and social media engagement. Leadership point-of-contact for intern program. Served as spokesperson for several successful company ad campaigns including Delta Airlines, Dunkin Donuts, and AT&T. Media personality host of #1 rated show in Atlanta

Programming/Promotions Associate, Sales Representative, Traffic/Continuity Director **05/1990 to 05/1997** **KIIS-FM/iHeart Media** **Los Angeles, California**

Artist and Public Relations Representative **09/1997 to 01/2000** **Fender Guitars** **Nashville, Tennessee**

Media Personality. Content Creator. **01/2000 to 01/2003** **WQZQ Radio** **Nashville, Tennessee**

Community Service

Successfully hosted and led project management team of Children's Healthcare of Atlanta Radiothon event for ten years, raising millions of dollars for three hospitals.

Keynote speaker at events for ALS, Susan G. Komen, Childhood Autism Foundation, March of Dimes, Children's Healthcare, Young Survival Coalition, and American Cancer Society.

Served on boards for Wellspring Living and Serenbe Playhouse.