



LEACY VICKS

MARKETING & EVENT SPECIALIST

ASHEVILLE, NC c: 814.449.9091

e: leacy.vicks@gmail.com url: www.leacyvicks.com

## SKILLS

DIGITAL MARKETING STRATEGY  
BRAND MANAGEMENT  
CONTENT CREATION  
BUDGETING & PLANNING  
EVENT PRODUCTION  
BUSINESS DEVELOPMENT  
PROJECT MANAGEMENT  
CUSTOMER ENGAGEMENT  
SOCIAL MEDIA MARKETING  
ASSET MANAGEMENT  
ADOBE CREATIVE SUITE  
GOOGLE DIGITAL SALES CERTIFIED  
GOOGLE ANALYTICS CERTIFIED

## TABLE OF CONTENTS

LEACY VICKS RESUME  
GRASSROOTS EFFORTS  
INTEGRATED MARKETING CAMPAIGNS  
BRAND MANAGEMENT  
PROFESSIONAL REFERENCE

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Results-focused marketing professional with a thorough understanding of content marketing, customer engagement, and community building strategies. Proven ability to drive sales growth and increase brand awareness through creative campaigns and effective management.

## **HENDRICK AUTOMOTIVE GROUP - PERFORMANCE DIVISION, Wilmington, NC**

**April 2014-Present**

*Marketing and Events Lead, Jeff Gordon Chevrolet*

Plans and executes special events, retail activations, creative PR campaigns and strategies across multiple traditional and digital platforms to promote sales and service promotion. Builds and maintains partnerships with multiple local non-profits and associations to aid in the planning and implementation of fundraising strategy and events for their long-term growth. Creator and manager of corporate community-based marketing strategy for Jeff Gordon Chevrolet crossing \$1 million dollars in local charitable giving, and support within five years.

- Activates and implements community-based initiatives, including "Purchase with A Purpose", highlighting to customer base how their dollar is spent giving back to locally based non-profits
- Collaborates with Jeff Gordon's family of brands for combined marketing efforts, including the Jeff Gordon Children's Foundation for Pediatric Cancer Leads all event design, including budgeting, planning, digital strategy and execution
- Launches additional corporate initiatives through General Motors and Hendrick Automotive Group aimed at employee and customer engagement

## **CROWN HOTEL & TRAVEL MANAGEMENT, Wilmington, NC**

**October 2010-December 2013**

*Director of Sales, Holiday Inn Express-Leland/Wilmington Area*

Responsible for generating revenue and new business through effective cold-calling, relationship building and proposal development. Managed 120+ local and national accounts while training staff to maintain relationships with clients to ensure recurring business. Promoted to Director of Sales from Executive Coordinator in 2011.

- Boosted corporate client base by 58% overall in 2 years, including both national and local accounts
- Consistently hit 150-200% of quarterly sales quota
- Successfully obtained large national accounts in the 2013 RFP Process, including GE, International Paper, Verizon Wireless, Boeing, Siemens, Duke Energy/Progress and PPD
- Revenue growth of over \$250,000 in first year of holding position
- Launched marketing campaigns for Awards: TripAdvisor's "#2 in the World-Best Bargain Hotel" and top 3 ranking for "Property of the Year" by Choice Hotels International

## **NIKKI'S SUSHI BAR, Wilmington, NC**

**June 2007-October 2010**

*General Manager*

- Opened 3 new restaurant locations in Wilmington, NC and Myrtle Beach, SC within an 8-month period
- Directed all marketing and advertising efforts in the Wilmington, NC area
- Developed and launched brand development to all Nikki's locations

## **COMMUNITY INVOLVEMENT**

NHRMC Foundation | *Pink Ribbon Project Committee* | January 2018-Present

Veteran Owned Veteran Grown | *Marketing and Fundraising Advisory* | March 2018-Present

Wilmington-Cape Fear HBA | *Executive Marketing Council* | August 2014-Present

CARE Project | *Marketing Advisory* | June 2017-Present

Earth Fare | *Wilmington Community Advisory Board* | March 2018-Present

## **AWARDS**

Jeff Gordon Chevrolet | *Extra Mile Award Winner* | 2017

North Brunswick Chamber of Commerce | *Ambassador of the Year* | 2013

## **EDUCATION**

Bachelor of Arts Degree in Communication and Media Studies, May 2007 | Penn State Behrend, Erie, PA

## **TECHNICAL SUMMARY:**

Proficient with Microsoft Office and Adobe Creative Suite (Illustrator, InDesign, Photoshop)

Knowledge of business platforms - Wordpress, Hootsuite, Facebook, Twitter, Pinterest, Instagram and YouTube

Google Digital Sales Certification, Google Analytics Certification

# PURCHASE WITH A PURPOSE

CREATED AND IMPLEMENTED JEFF GORDON CHEVROLET'S COMMUNITY BASED MARKETING INITIATIVES, ALL UNDER THE UMBRELLA OF **"PURCHASE WITH A PURPOSE"**, A PROGRAM HIGHLIGHTING TO THE JEFF GORDON CHEVROLET CUSTOMER HOW THEIR DOLLAR IS SPENT GIVING BACK TO LOCALLY BASED WILMINGTON, NC NON-PROFITS.



## PURCHASE WITH A PURPOSE



At Jeff Gordon Chevrolet, our mission is to support those who support us. We get involved with our Wilmington community by hosting and aiding in fundraising events and campaigns, and creating partnerships that forge lasting support for those in need.

By purchasing with us, either through sales or service, you are helping support numerous Wilmington area non-profits and organizations.

### JEFF GORDON CHEVROLET PROUDLY SUPPORTS THESE LOCAL NON-PROFITS

New Hanover Regional Medical Center Foundation  
Pink Ribbon Project  
NHRMC Heart Center  
New Hanover County Blue Ribbon Commission  
Nourish NC  
MDA of Eastern Carolinas  
MILSPO  
Food Bank ENC  
Safe Kids Program  
Good Shepherd Center  
Wilmington Chamber of Commerce  
Vietnam Veterans of America 885  
Cape Fear Habitat for Humanity  
Lump to Laughter  
Oasis NC Day School for Children with Autism  
Surfer's Healing  
The CARE Project  
Cape Fear Literacy Council  
Wilmington-Cape Fear Homebuilders Association  
Knights of Columbus  
Family Promise Lower Cape Fear  
Toys for Tots  
Habitat for Humanity  
Winter Park Optimist



1.7  
MILLION

Within five years,  
this program crossed  
\$1 million dollars  
in charitable giving.

29%  
ACCORDING TO  
CUSTOMER SURVEY  
DATA 2014-2018

Jeff Gordon  
Chevrolet's  
Community  
Footprint increased  
dramatically, along  
with customer  
engagement and  
customer satisfaction.

16

The number of local  
non-profits that have  
been added to Jeff  
Gordon Chevrolet's  
annual giving budget  
since 2014.

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GRASSROOTS EFFORTS  
COMMUNITY INVOLVEMENT



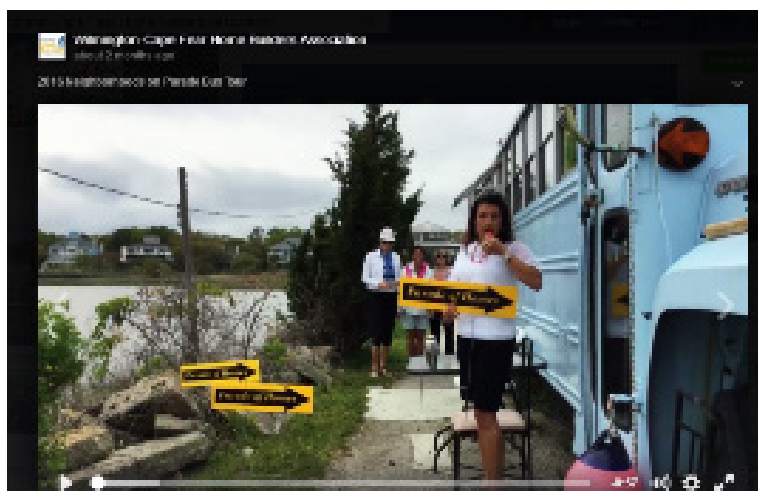
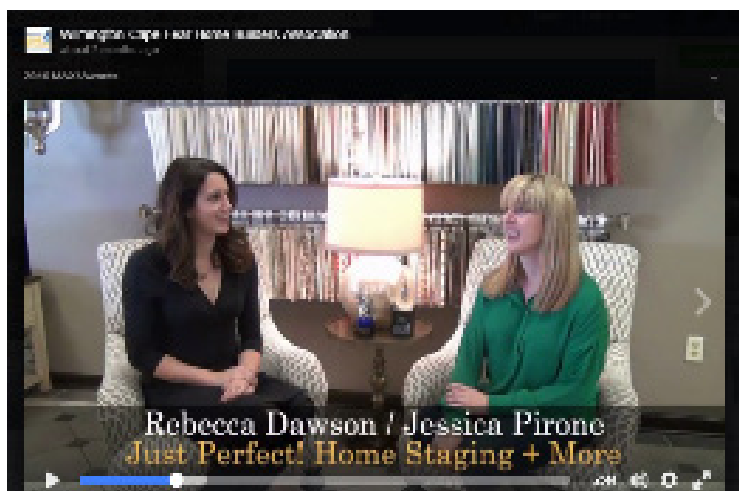
# OASIS NC & AUTISM AWARENESS MONTH



Since 2015, the Autism Awareness Month Campaign directly raised over \$50,000 through crowd-funding campaigns, online art auctions and dealership donations for Oasis NC.



# WILMINGTON-CAPE FEAR HOMEBUILDERS ASSOCIATION



Building educational programs for WCFHBA members provided the opportunity to directly impact emerging industry offerings through the association.

↑21%

BY PROVIDING WCFHBA WITH MARKETING SUPPORT JEFF GORDON CHEVROLET INCREASED THE NUMBER OF NHBA DISCOUNTS REDEEMED THROUGH SALES BY 21% (2014-2018).

↑11.5%

THIS ALSO INCREASED MARKET SHARE FOR THE CHEVROLET SILVERADO OVER THE FORD F-150 & GMC SIERRA BY 11.5% YEAR OVER YEAR.

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GRASSROOTS EFFORTS  
COMMUNITY INVOLVEMENT



## THE PINK RIBBON CUP

(FORMERLY KNOWN AS "HUNT FOR HOPE") COMBINES THE FRAMEWORK OF A SCAVENGER HUNT WITH UPDATED TECHNOLOGY, SOCIAL MEDIA AND THE DESIRE FOR THE AUDIENCE TO "SUPPORT LOCAL". BUSINESSES WITHIN A 4 MILE RADIUS OF THE EVENT LOCATION PARTNER WITH JEFF GORDON CHEVROLET FOR ONE AFTERNOON OF TEAM COMPETITION, WITH 100% OF ALL FUNDS RAISED GOING DIRECTLY TO **THE PINK RIBBON PROJECT** TO PAY FOR SCREENINGS AND TREATMENT FOR LOCAL WOMEN IN NEED.



 **IN 2018**

A NEW DIGITAL STRATEGY WAS IMPLEMENTED INCLUDING PAID FACEBOOK AND YOUTUBE ADS. THIS RESULTED IN A **110% INCREASE** IN TEAM SIGNUPS FROM 2017, AND AN **ADDITIONAL \$2500 RAISED**.

 **100%**

OF PARTICIPATING BUSINESSES REPORTED A DESIRE TO RETURN IN 2019'S PINK RIBBON CUP.

## #pinkribboncup

BY USING EFFECTIVE HASHTAGS, OUR TEAM CURATED THOUSANDS OF PICTURES AND VIDEOS TAGGED AT ALL PARTICIPATING LOCATIONS. BUSINESSES THAT BUILT THEIR OWN DIGITAL FOLLOW-UP METHODS REPORTED 58% RETURN FROM TEAMS ON FUTURE BUSINESS.



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INTEGRATED MARKETING CAMPAIGNS



# HENDRICK AUTOMOTIVE GROUP



LEAD AND ASSISTED IN REMARKETING  
EFFORTS FOR HENDRICK DEALERSHIPS  
IN SOUTH CAROLINA, FLORIDA, TEXAS  
FOCUSING ON DIGITAL EFFORTS



DEALERSHIP LEAD FOR ALL COMMUNITY  
EFFORTS DIRECTED BY HENDRICK  
AUTOMOTIVE GROUP, LIASON TO  
CORPORATE OFFICE



AWARDED FOR YEAR 2018  
RECOGNIZING RECORD  
BREAKING PROFITS AND  
CUSTOMER SERVICE

## JEFF GORDON



CONSULTS WITH JEFF GORDON'S FAMILY OF BRANDS TO PROVIDE  
EVENT INSIGHT AND EXECUTION, INCLUDING JEFF GORDON  
CHILDREN'S FOUNDATION ANNUAL CORVETTE GIVEAWAY HOSTED  
AT THE NASCAR HALL OF FAME.



RAISING over  
**\$1  
MILLION**  
in donations  
annually



## LEACY VICKS

## BRAND MANAGEMENT

April 2, 2019

Dear Madam or Sir,

It is my pleasure to recommend Leacy Vicks for consideration at your organization.

As Marketing Manager for Hendrick Automotive Performance Group , I worked with Leacy on a daily basis over the last five years, creating and executing our unique marketing methodology.

Leacy is considered a subject matter expert on content marketing & authority web sites and has provided consultation and guidance on creating digital marketing plans for the Hendrick Automotive Group and dozens of our affiliate partners.

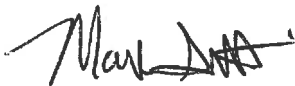
In her marketing capacity, she created content for the web sites, social media platforms and blogs for multiple dealerships in North and South Carolina.

In the community, Leacy was the Brand Ambassador and face of Hendrick Motorsports Driver Jeff Gordon's Chevrolet Dealership in Wilmington, North Carolina. She was responsible for the logistics of Jeff Gordon meet and greet scheduling, transportation, catering and press access for events including NASCAR Hall of Fame presentations, GM Dealer of The Year Awards, etc.

Leacy also partnered with local and national non-profits to raise funds and awareness for numerous causes including Habitat For Humanity, Nourish NC, The Care Project and Oasis Center for Children with Autism.

Please feel free to reach out to me directly if I can answer any questions about Leacy at 910-409-6647 or [mark.santilli@hendrickauto.com](mailto:mark.santilli@hendrickauto.com)

Regards,

A handwritten signature in black ink, appearing to read 'Mark Santilli', with a stylized flourish at the end.

Mark Santilli



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