

# *bethea alden* PHELAN

## PERSONAL MISSION STATEMENT

My unwavering ambition propels me in every endeavor I undertake. I am dedicated to enhancing the lives of those around me and improving every situation I encounter through a combination of hard work and innovation. In my pursuit, I am committed to individualism, staying true to my core values, morals, and beliefs, all while embracing humility as a guiding principle.



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## SKILLS

- Skills
- Project Management
- Sales and Customer Service
- Creative Problem Solving
- Relationship Building
- SEO and E-commerce Expertise
- Fashion Design and Garment Manufacturing
- Leadership and Team Management

## LICENSES & CERTIFICATIONS

- HubSpot SEO Certified, HubSpot (Dec 2023 - Jan 2025)
- Diversity, Equity and Inclusion Trained

## LANGUAGE

English

## EXPERIENCE

### CHIEF CREATIVE OFFICER (CCO)

Small Town Startup, Springfield, Tennessee

August 2023 - Present

- Lead a creative team, driving ideation and conceptualization of campaigns aligned with client objectives and market trends.
- Oversee brand development across multiple channels, ensuring consistency and alignment with client values.
- Direct website design and development, focusing on user experience and responsiveness.
- Implement social media strategies and track key metrics for optimization.
- Execute and optimize Google Ads campaigns and SEO strategies.
- Manage creative and digital marketing budgets, ensuring cost-effectiveness and ROI.
- Integrate innovative technologies and foster a culture of continuous improvement.

### CHIEF OF STAFF

Small Town Startup, Springfield, Tennessee

February 2021-August 2023

- Provide comprehensive executive support to the CEO, handling diverse business aspects.
- Lead presentations and guide business strategy, enhancing team morale and building.
- Manage client relations and spearhead lead generation initiatives.
- Ensure operational continuity and manage daily team dynamics.