

# AUDREY DEGROOTE

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📍 Annapolis, MD

🌐 [audrey-degroote](#)

## WORK EXPERIENCE

### Saint J Fitness / Social Media Manager

Remote

October - Present

As Social Media Manager for Saint J Fitness, I bring the energy—crafting bold, scroll-stopping content across Instagram, Facebook, and TikTok that led to a 100% boost in engagement. I manage a dynamic monthly content calendar, working closely with the owner to deliver fresh, on-brand posts, stories, and reels that connect with our audience. Using Meta insights, I track performance and optimize content to keep growing our reach. I'm also in the process of revamping the website to enhance navigation, improve content flow, and create a seamless, engaging user experience that reflects the strength of the brand.

### Marleylilly / Marketing Intern

Greer, SC

January - June 2023

- Created and implemented a refreshed Pinterest strategy to reflect current design trends and boost visual cohesion
- Wrote biweekly blog posts for The Monogrammed Life to support brand storytelling
- Collaborated with the marketing and creative teams to brainstorm and produce weekly TikTok and Instagram Reels content
- Designed original Instagram Stories using Canva, posting three times weekly to enhance engagement
- Scheduled and published daily Instagram and Facebook content through Meta Business Suite
- Initiated and executed an intern-led loyalty project for top 50 customers, partnering with production and customer service to personalize and ship embroidered thank-you gifts

### G&G Outfitters / Marketing Intern

Landham, MD

May - August 2022

- Brainstormed, created, and planned social media posts for Instagram, Facebook, Twitter, and LinkedIn
- Created customer presentations, adding illustrations and exhibits to amplify G&G's value proposition
- Mocked up images of merchandise with company branding for consumer websites, presentations, and catalogs to provide the customer with a visual of the final product
- Designed internal marketing collateral, such as flyers, signs, and kiosk images, to inform employees of upcoming events, closures, and holidays

### Teradata / Freelance Video Editor

Annapolis, MD

January 2020

- Commissioned to produce a highlight video to celebrate Teradata's sales success & achievements for fiscal year '19

### Cisco Systems / Freelance Video Editor

Annapolis, MD

September 2019

- Commissioned to produce a brand video highlighting the culture and work of Cisco Systems' Public Sector State, Local, & Education Sales Team

## ABOUT ME

**Hi! I'm Audrey DeGroot.** I'm in the business of double-takes and content that earns clicks, comments, and come-backs. Since day one, I've chased real life magic. The kind of moments that make you stop mid-scroll and say, "wait I love that." My work is bright, clean, a little cheeky, and always crafted to connect.

## EDUCATION

### 🌻 Clemson University

- BS Graphic Communications
- Brand Communications Minor
- GPA: 3.73
- Honors: Cum Laude

## CLUBS AND ORGANIZATIONS

### Sigma Kappa

- October 2020 - 2024
- Leadership: T-shirt Chairwoman: Designed and coordinated custom apparel for events and fundraising campaigns.

### Gamma Epsilon Tau

- September 2023- 2024

## AWARDS

### Gutenberg Awards

- 1st and 2nd place in Digitally Altered Composite - Individual College and University 2022
- 1st place in Black and White Digital - Individual College and University 2022

## TECHNICAL SKILLS

- |                       |                       |
|-----------------------|-----------------------|
| - Adobe Illustrator   | - Adobe Lightroom     |
| - Adobe Photoshop     | - Canva               |
| - Adobe Indesign      | - Meta Business Suite |
| - Adobe Premiere Pro  | - Final Cut Pro       |
| - Adobe After Effects |                       |

## PORTFOLIO



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