

CALVIN DAVIS

Digital Marketing & Communications Management Professional

Achievement-oriented professional with solid experience in marketing management, communications management, and strategic planning. I have a proven track record of managing complex projects while executing marketing & communications programs to support company success. Drives positive change by identifying opportunities, introducing best practices, and implementing improvements; a value-centric leader who thrives within fast-paced environments delivering forward-thinking and professionalism.

Social Media Marketing
Strategic Planning
Team Leadership Skills

Corporate Communications
Brand Development
Direct Email Marketing

Digital Marketing Strategy
Public Relations
Data Analytics & Reporting

EDUCATION

Master of Business Administration (MBA)

Miami University – Oxford, OH (2023)

Coursework: Marketing Management, Leadership Change Management & Cross-Cultural Management, Strategic HR Management, Managing Competition, Marketing Analytics, etc.

Bachelor of Science (BS) in Business Marketing

Miami University – Oxford, OH (2014)

PROFESSIONAL EXPERIENCE

THE CINCINNATI INSURANCE COMPANIES– *Cincinnati, OH*

Diversity Recruitment Partner

2022 – Present

Accomplished HR professional currently serving as Diversity Recruitment Partner, skilled in driving engagement and partnerships with educational institutions, associations, and community organizations. Data-savvy recruiter focusing on diversity, utilizing analytics to improve strategies and build a diverse candidate pipeline. Adept at coordinating diversity events and supporting Employee Resource Groups.

- ❖ **Increased** brand awareness through strategic partnerships with educational institutions, associations, and diversity organizations.
- ❖ **Utilized** data-driven recruitment strategies, identifying trends to enhance efficiency and improve outcomes.
- ❖ **Built** a diverse candidate pipeline by collaborating with internal and external stakeholders.
- ❖ **Led** successful diversity outreach and recruiting initiatives.

UNITED WAY OF GREATER CINCINNATI – *Cincinnati, OH*

Community Health Advocate

2021 – 2022

Served as Community Health Advocate working within the community to educate the public on the Covid-19 pandemic and advocate for Covid-19 vaccines. Collaborates cross-functionally to plan community events and help bridge health inequities in the city. Supported development and implementation of communications initiatives within the city to assist with brand messaging.

- ❖ **Participates** in continuous improvement by identifying potential areas of opportunity and recommending best practices
- ❖ **Coordinates** with internal and external stakeholders to ensure community events are executed according to event plans

CINCINNATI CHILDREN'S HOSPITAL – *Cincinnati, OH*

Senior Communications Specialist

2021 – 2022

Provided leadership as Senior Communications Specialist assisting with developing and implementing communications strategies to meet the goals and objectives of the Cincinnati Children's Hospital. Contributed to developing updated crisis communications

plans & emergency communications response, including preparing content for senior approval concerning emergency response. Supported strategic planning, project management, executive messaging, and overall development of communications collateral.

- ❖ **Received** training to serve as a public relations spokesperson on behalf of Cincinnati Children's Hospital leadership
- ❖ **Built** relationships with community & media professionals to drive effective dissemination of mass communications
- ❖ **Prepared** and edited organizational publications for internal and external audiences regarding hospital events & news
- ❖ **Drafted** and edited press releases and related reports detailing newsworthy information and supporting brand image

REGGIE HARRIS CAMPAIGN – *Cincinnati, OH*

Communications Director

2020 – 2022

Served as Communications Director responsible for developing overall communications strategies aligning with campaign goals. Managed, drafted, and strategized communication efforts across multiple channels for the City Councilman candidate. Coordinated cross-functionally to plan and manage podcasts, videos, and the development of event graphics to support the company's objectives.

PROFESSIONAL EXPERIENCE (*Cont.*)

GANNETT / USA TODAY NETWORK – *Cincinnati, OH*

Client Success Manager

2018 – 2021

Provided leadership as Client Success Manager responsible for building client relationships and ensuring client satisfaction to ensure long-term retention. Identified potential optimization and upsell opportunities while presenting to sellers and clients for driving additional revenue. Used marketing research & reporting tools to identify trends & develop effective marketing strategies.

- ❖ **Collaborated** cross-functionally to successfully transition 100+ client accounts deeper into the digital marketplace
- ❖ **Partnered** with clients to gather business requirements, develop marketing strategies, and exceed marketing goals

Territory Account Manager

2016 – 2018

Served as Territory Account Manager building trusted advisor relationships with client accounts while ensuring successful delivery of solutions. Developed and implemented high-impact territory management strategies to meet and exceed revenue and performance goals. Identified opportunities for driving additional sales revenue through effective account management practices.

- ❖ **Worked** collaboratively with customer accounts to identify opportunities for upselling and driving additional revenue
- ❖ **Resolved** any customer complaints or issues through effective engagement, investigation, and solutions development

Inside Sales Representative

2015 – 2016

Established customer relationships and communicated with businesses to assist in building marketing plans. Maintained existing accounts while executing business development strategies to identify new customer account opportunities. Implemented sales development strategies to build client relationships, execute marketing plans, develop territories, and exceed performance goals.

- ❖ **Developed** network of contracts to identify client needs and deliver effective solutions in securing sales opportunities
- ❖ **Maintained** responsibility for tracking customer communication in a customer relationship management (CRM) system

INTERNSHIP EXPERIENCE

Marketing Bootcamp, Marcus Graham Project – Cincinnati, OH (2015)

Entrepreneurial Intern, Olympia Media Group – Cincinnati, OH (2013 – 2014)

TECHNICAL SKILLS

Microsoft Office Suite, Salesforce, Constant Contact, Mail Chimp, Google AdWords, Paid Search Marketing