



DETAILS

ADDRESS

1333 Vine Street
Abilene, TX 79602

PHONE

325.280.9799

EMAIL

mandyrlambright@gmail.com

LINKS

[LinkedIn](#)

[Online Portfolio](#)

[Bourbon & Sweet Tees on Etsy](#)

SKILLS

- Lead Generation & Growth Marketing
- B2B Marketing
- Social Media Strategy & Content Marketing
- Event Marketing
- Branding & Identity
- Graphic Design
- Web Design & Development
- Marketing Automation
- Data Analytics & Reporting
- SEO Management
- Cross-Functional Team Leadership
- Project Management
- Training & Development

PROFILE

I'm a passionate Marketing Director with over a decade of experience in retail and B2B marketing, brand strategy, digital creation, and demand generation. I blend creativity and analytics to build brands, engage customers, and deliver measurable results. Proven success driving revenue growth, market expansion, and customer engagement through data-driven campaigns, team leadership, and cross-functional collaboration. I thrive on turning insights into strategies that boost revenue, loyalty, and long-term success.

EMPLOYMENT HISTORY

OWNER | BOURBON & SWEET TEES BOUTIQUE | ABILENE, TEXAS | JAN 2026 — PRESENT

Founded and manage a West Texas-based online boutique specializing in Western-inspired apparel, accessories and digital prints.

- Oversee all aspects of business operations, including product development, inventory management, customer service, and financial planning.
- Design and create branded apparel, hats, and digital products tailored to current market trends and customer preferences.
- Develop and execute marketing strategies across social media platforms, increasing brand awareness and driving online sales.
- Manage the company's Etsy storefront, including SEO-optimized product listings, pricing strategies, and promotional campaigns.
- Create engaging content and advertising materials for Facebook and other social media channels to attract and retain customers.
- Coordinate with print-on-demand and production partners to ensure product quality and timely order fulfillment.

INDEPENDENT CONTRACTOR | AVATAR SYSTEMS | ABILENE, TEXAS | JAN 2026 — PRESENT

Worked on various design and marketing projects for an oil and gas software company, delivering creative solutions on time and within budget.

- Designed and produced marketing materials, presentations, and branded collateral to support software sales and business development initiatives.
- Collaborated with leadership and subject matter experts to simplify complex oil and gas software concepts into compelling visual content.



Ensured brand consistency across all customer-facing materials and corporate communications.

Supported product launches, trade shows, and client events through the creation of promotional materials, signage and complex booth designs.

INDEPENDENT CONTRACTOR | BREAKERS SPORTS BAR | ABILENE, TEXAS | JAN 2026 — PRESENT

Designed and launched a responsive website for a local sports bar to enhance brand visibility and customer engagement.

Developed a user-friendly website layout that highlighted menus, events, league information, promotions, and venue amenities.

Created and implemented visual branding elements, including graphics, photography, and custom content to reflect the establishment's atmosphere and identity.

Optimized the website for mobile devices and search engines to improve accessibility and increase online traffic.

Integrated social media links, contact forms, and interactive features to streamline customer communication and encourage event participation.

Produced engaging website copy and promotional content to drive customer interest and increase foot traffic.

Collaborated with business owners to identify goals and translate their vision into a functional and visually appealing digital experience.

Applied best practices in web design, branding, and user experience to create a professional online presence that supported business growth.

Managed the project from concept to launch, overseeing design, content development, testing, and implementation.

INDEPENDENT CONTRACTOR | ALLISON CARROLL CITY COUNCIL CAMPAIGN | ABILENE, TEXAS | JAN 2026

Worked on various design and marketing projects for a local city council candidate's campaign.

Designed campaign branding, including logos, signage, mailers, digital advertisements, and social media graphics.

Developed and executed marketing strategies to increase voter awareness and community engagement.

Created compelling campaign messaging and promotional materials tailored to target audiences.

Collaborated directly with campaign leadership to ensure messaging aligned with strategic goals and community initiatives.



MARKETING DIRECTOR | PETROLEDGER ACCOUNTING & LAND | ABILENE, TEXAS | SEPT 2022 — OCT 2025

Led a small marketing team for an accounting and land administration company in the energy sector.

Increased lead generation year-over-year to aid the sales department in bringing in new clients.

- Marketing channels consistently accounted for more than 40% of all leads and more than 50% of all ARR each year.

Built and launched new website in 2023 to improve company face value, online presence and web traffic.

Improved web traffic year-over-year through strategic advertising, website development and SEO optimization.

- Increased web traffic 54% in 2023 over the previous year.
- Increased web traffic 129% in 2024 over the previous year.
- Tracked web performance using various different channels, including Google Analytics and HubSpot. Raised brand awareness through digital campaigns, website development and in-person events.
- Spearheaded a campaign following a company merger in 2022, including press releases, rebranding materials and promotional content surrounding new services, as well as overseeing the seamless integration of all company marketing platforms, including social media and websites.
- Implemented a successful year-long marketing campaign in 2024 using social media posts, website blog content and online advertising.
- Handled logistics for 6+ in-person events each year, including booth design and setup, designing and printing promotional materials and swag, planning out all travel and shipping logistics for the team, and actively participating in promoting the brand at events.
- Implemented marketing automations and email campaigning via HubSpot.

CREATIVE DIRECTOR | JODY KLOTZ FINE ART | ABILENE, TEXAS | JUL 2014 — SEPT 2022

Acted as a one-woman marketing team for a retail art gallery that specializes in high quality fine art.

Elevated the company's appearance through a strategic rebrand, including social media marketing and a complete website redesign.

Raised brand awareness through digital campaigns, print publications, website development and in-person events.



- Designed product catalogs and promotional materials for gallery exhibitions.
- Assisted with handling logistics for various art fairs each year, including booth design and setup, catalog design, planning out travel and shipping logistics, and actively participating at events.
- Collaborated with print publications to promote the gallery.
- Increased the company's presence in an international market.
- Collaborated with other galleries and art dealers both nationally and internationally to promote products and exhibitions.

EDUCATION

BACHELOR OF SCIENCE IN GRAPHIC DESIGN | ABILENE, TEXAS | AUG 2009 — MAY 2014

PROFICIENCIES

GRAPHIC DESIGN

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro), Canva, Figma, Builder

WEB DESIGN & DEVELOPMENT

- Webflow, WordPress, Figma, Builder

CRM & EOS

- HubSpot, Ninety

DATA & ANALYTICS

- Google Analytics GA4, HubSpot, Ubersuggest

REFERENCES

JORDAN DRISKELL | VICE PRESIDENT OF OPERATIONS | AVATAR SYSTEMS

325.660.6140

MICHAEL GIBSON | DIRECTOR OF BUSINESS DEVELOPMENT | DUDLEY LAND COMPANY

832.725.2236

PRESTON CURRY | DIRECTOR OF COMPLIANCE | YUBICO

325.338.7427



EDUCATION

BACHELOR OF SCIENCE IN GRAPHIC DESIGN | ABILENE,
TEXAS | AUG 2009 — MAY 2014

PROFICIENCIES

GRAPHIC DESIGN

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Lightroom, Premiere Pro)
- Canva
- Figma
- Builder

WEB DESIGN & DEVELOPMENT

- Webflow
- WordPress
- Figma
- Builder

CRM & EOS

- HubSpot
- Ninety

DATA & ANALYTICS

- Google Analytics GA4
- HubSpot
- Ubersuggest

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