



DETAILS

ADDRESS

Abilene, TX

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325.280.9799

EMAIL

mandyrlambright@gmail.com

LINKS

[LinkedIn](#)

[Online Portfolio](#)

[Bourbon & Sweet Tees on Etsy](#)

TECHNOLOGY & PLATFORMS

DESIGN & CREATIVE

- Adobe Creative Suite
- Canva
- Figma

WEB DESIGN & DEVELOPMENT

- Webflow
- WordPress
- Figma
- Builder

CRM, MARKETING & OPERATIONS

- HubSpot
- Ninety

ANALYTICS & SEO

- Google Analytics 4
- HubSpot
- Ubersuggest

PROFILE

Marketing and creative leader with 10+ years of experience building brands, generating demand, and turning ideas into campaigns that drive measurable growth. Background spans B2B, energy, software, retail, e-commerce, and small business, with the ability to move comfortably between strategy, creative direction, digital marketing, analytics, team leadership, and hands-on execution. In a recent Marketing Director role, marketing consistently generated 40%+ of company leads and more than 50% of annual recurring revenue, while digital strategies increased website traffic 54% in 2023 and another 129% in 2024.

PROFESSIONAL EXPERIENCE

FREELANCE MARKETING & CREATIVE CONSULTANT | SELECTED CLIENTS | JAN 2026 — PRESENT

Partner with businesses and organizations on brand strategy, creative direction, digital marketing, web development, and campaign execution.

- Create marketing campaigns, sales collateral, presentations, digital content, and branded materials that support business development and customer engagement.
- Partner with leadership and subject matter experts to turn complex products and ideas into clear, compelling visual and written content.
- Develop brand identities and creative systems across print, digital, web, social media, advertising, events, and customer-facing communications.
- Manage website projects from strategy and content development through design, SEO, testing, and launch.
- Support product launches, trade shows, client events, and promotional campaigns with creative direction, booth design, signage, collateral, and digital content.

SELECTED PROJECT HIGHLIGHTS

- Avatar Systems: Develop marketing and creative materials supporting oil & gas software sales, business development, product marketing, trade shows, and brand awareness; collaborate with leadership and industry experts to simplify complex software concepts.
- Breakers Sports Bar: Designed and launched a responsive website from concept to implementation, including visual direction, site structure, copy, graphics, photography, SEO, mobile optimization, and user experience.
- Local City Council Campaign: Developed campaign branding, signage, mailers, digital advertising, social media creative, and audience-focused messaging in collaboration with campaign leadership.



CORE EXPERTISE

MARKETING STRATEGY & GROWTH

B2B Marketing
Lead Generation
Demand Generation
Brand Strategy
Marketing Automation
Campaign Development
SEO
Email Marketing

CREATIVE & DIGITAL

Creative Direction
Brand Identity
Graphic Design
Content Strategy
Social Media
Web Design & Development
Copywriting
Digital Advertising

LEADERSHIP & OPERATIONS

Team Leadership
Hiring & Training
Cross-Functional Leadership
Budget Management
Project Management
Event Marketing
Analytics & Reporting

FOUNDER & BRAND DIRECTOR | BOURBON & SWEET TEES | JAN 2026 — PRESENT

Founded and manage a Western-inspired e-commerce brand, overseeing brand development, product design, digital marketing, and online merchandising.

- Built the brand identity, visual direction, product line, and Etsy storefront from the ground up.
- Design original apparel, accessories, and digital products based on customer interests, seasonal demand, and emerging market trends.
- Manage Etsy SEO, product positioning, pricing, promotions, social media, and digital content to increase visibility and drive online sales.
- Use storefront performance and customer response to refine products, creative direction, pricing, and promotional strategy.

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

Led a small marketing team for an accounting and land company serving the energy industry, with responsibility for demand generation, branding, digital marketing, events, automation, budget management, and sales support.

- Built marketing programs that consistently generated 40%+ of company leads and more than 50% of ARR.
- Increased website traffic 54% year-over-year in 2023 and another 129% in 2024 through website development, SEO, digital advertising, and content strategy.
- Led a two-person team consisting of a Marketing Associate and SEO Associate; interviewed, hired and trained employees, delegated projects, and managed day-to-day priorities.
- Managed an annual marketing budget of approximately \$50,000 across digital marketing, events, promotional initiatives, technology, and creative production.
- Led the strategy, development, and 2023 launch of a new company website to strengthen brand positioning, user experience, online visibility, and lead generation.
- Partnered with sales and company leadership on campaigns focused on qualified lead generation and new-client acquisition.
- Led marketing communications following a company merger, coordinating press releases, rebranding, new-service promotion, social media, and website integration.
- Implemented HubSpot marketing automation and email campaigns and used GA4 and HubSpot analytics to guide marketing decisions.
- Managed marketing for 6+ industry events annually, including booth strategy and design, promotional materials, branded merchandise, travel, shipping, and on-site brand representation.



EDUCATION

ABILENE CHRISTIAN UNIVERSITY

Bachelor of Science in Graphic
Design | Aug 2009 — May 2014

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

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

Served as the gallery's primary marketing and creative lead for eight years, overseeing brand identity, graphic design, digital marketing, web development, social media, publications, exhibitions, and art fair marketing.

- Led a strategic rebrand and complete website redesign that modernized the gallery's visual identity and substantially increased online visibility and interest.
- Launched the gallery's Instagram account and drove the majority of its growth to approximately 1,900 followers through organic content and ongoing social media management.
- Helped expand the gallery's reach beyond its Texas client base, supporting relationships and business with art dealers in New York and European markets.
- Supported the gallery's move from a locally focused Houston antique show to exhibiting at Art Palm Springs, broadening exposure to a national fine-art audience.
- Managed marketing and creative support for two art fairs annually, including booth design and setup, promotional materials, catalogs, travel and shipping logistics, and on-site participation.
- Designed 13 original exhibition catalogs for 13 gallery exhibitions and helped curate each corresponding exhibition, combining creative direction, artwork presentation, exhibition design, and promotional strategy.
- Substantially grew the gallery's email marketing audience through ongoing collector outreach and audience development.
- Collaborated with galleries, art dealers, publications, artists, and industry partners across regional, national, and international markets.