

..... Adriel .....

# ADRIEL JOY THURSTON

512-689-7722 | ADRIELTHEJOY@GMAIL.COM | HOUSTON, TX | PROVIDER OF GREATNESS

*Profile* Award winning\* marketing professional specializing in copywriting, social media, event production, and editing. With over twenty years of writing experience, ten years behind a photography lens, eight-plus years of marketing under her plate, and a decade worth of growth with social media to build a following, Adriel is capable of many things. Most of all, she is able to grow, learn, and adapt to not only her surroundings, products, and people but also to what is trending in various industries. She is known to inspire, lead by example, and not give up under any circumstance.

## Skills

- SOCIAL MEDIA  
●●●●●●●●●●●●●●●●
- MARKETING  
●●●●●●●●●●●●●●●●
- CUSTOMER SERVICE  
●●●●●●●●●●●●●●●●
- SALES  
●●●●●●●●●●●●●●●●
- EVENT PLANNING  
●●●●●●●●●●●●●●●●
- PHOTOGRAPHY  
●●●●●●●●●●●●●●●●
- COPYWRITING  
●●●●●●●●●●●●●●●●
- EDITING  
●●●●●●●●●●●●●●●●
- PUBLIC SPEAKING  
●●●●●●●●●●●●●●●●
- MICROSOFT POWERPOINT  
●●●●●●●●●●●●●●●●
- MANAGEMENT  
●●●●●●●●●●●●●●●●
- ADOBE PHOTOSHOP  
●●●●●●●●●●●●●●●●
- ADOBE INDESIGN  
●●●●●●●●●●●●●●●●
- KEYNOTE  
●●●●●●●●●●●●●●●●
- MARKETING COMMUNICATIONS  
●●●●●●●●●●●●●●●●
- MICROSOFT OUTLOOK  
●●●●●●●●●●●●●●●●
- MAC OS  
●●●●●●●●●●●●●●●●
- ADOBE LIGHTROOM  
●●●●●●●●●●●●●●●●
- RECRUITING  
●●●●●●●●●●●●●●●●
- ALT. LANG: SPANISH  
●●●●●●●●●●●●●●●●
- ABILITY TO WORK UNDER PRESSURE  
●●●●●●●●●●●●●●●●

### CEO & FOUNDER @ A JOY STUDIOS & ADRIEL JOY, LLC HOUSTON, DECEMBER 2011-PRESENT

Utilize creativity to help clients capture moments and memories forever through words and imagery. Specializing in artistic viewpoints, social media, outdoor shoots, sports photography, copywriting, editing, and content creation.

### ZURVITA, INC. DIRECTOR OF FIELD MARKETING & EXPERIENCE HOUSTON, JULY 2019-MAY 2021

Plan and execute a marketing strategy for the organization and for new and existing products or services. Oversee the implementation of the marketing strategy for field-facing projects. Develop a brand strategy for social media channels. Create and manage a calendar of events such as webinars, field meetings, and social content for multiple languages and markets. Continually review changes to the market, consumer trends, and the activities of competitors, adjusting the marketing plan if necessary. Provide tools and materials to enable the sales field to function effectively. Manage and refine the organization's social media presence. Report on the effectiveness of marketing campaigns using analytic's and surveys. Utilize data for marketing campaigns, interrogating the organization's databases and external data. Identify new business opportunities. Conduct market research studies.

### PRODUCTION COORDINATOR HOUSTON, OCTOBER 2018-PRESENT

Organize and plan agendas, speakers, music, videos, and graphics for events. Design and edit presentations and coordinate schedules to gather content from multiple sources to create a whole presentation. Check all content for quality assurance, culture checks, grammar, and more to ensure it is a proper final product to showcase during the event. On-site, call the show while working along the production team to produce a seamless event from the consumers' perspective.

\*MARCUM PLATINUM WINNER: Product Lookbook (copy/editing), Performance Labels (editing), SampleZealPlus.com (copy/editing), Benefits of Hemp Oil (copy/editing)

\*MARCUM GOLD WINNER: Business Continuity Plan (copy/editing), ZurvitaVirtual.com (event producer, content creator, copy, editing, Valentine GIF, Product Cards (copy/editing), Z-Mobile App (copy/editing), E-Commerce Website, Zurvita Giving Video (copy/editing)

### DIRECTOR OF EXECUTIVE SERVICES HOUSTON, SEPTEMBER 2018-JULY 2019

### EXECUTIVE ASSISTANT TO FOUNDERS HOUSTON, MAY 2016-SEPTEMBER 2018

### MARKETING MANAGER HOUSTON, JULY 2015-MAY 2016

Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments. Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration between departments. Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies. Partner with email, communications, and web teams to design, test, and evolve lead-nurturing tactics. Maintain deadlines by utilizing successful project management flows.

### DIRECTOR OF MINISTRY SERVICES HOUSTON, SEPTEMBER 2014-SEPTEMBER 2020

Organize programs to help people in need through ministry, food, water, clothing, prayer and anything else needed. Responsible for creating, designing, and running ministry website, communications, and social media among other things.

### MARKETING COORDINATOR HOUSTON, DECEMBER 2013-JULY 2015

### MARKETING ASSISTANT HOUSTON, FEBRUARY 2013-DECEMBER 2013

### EDUCATION ASSOCIATES, PSYCHOLOGY 2000 — 2002

Austin Community College, Austin

### FREELANCE COPYWRITING & EDITING 2005 — CURRENT