

# GEORGIA GRACE MULHERN

(828) 400-7671

georgiagmulhern@gmail.com

## EDUCATION:

### Bachelor of Science, International Business and Marketing

The University of Tampa – John H. Sykes College of Business

Tampa, Florida

### Semester at Sea

Colorado State University - International Business and Marketing

Coursework: International Marketing, Entrepreneurship,

Natural Resource Tourism, Global Studies

## RELEVANT EXPERIENCE:

### Consultant

February 2023 to Present

Miami, FL

AMIBA Consulting

- **Celebrity Partnerships:** Successfully facilitated celebrity partnerships for 10+ brands, ensuring alignment with brand values and objectives. (Ex: Paris Hilton, Chuck Norris, Noah Schnapp, Marisa Tomei, Ana de la Reguera)
- **Personal Appearance Coordination:** Successfully negotiated terms for personal appearances, enhancing visibility and reach through high-profile events and collaborations for celebrities (Ex: Millie Bobby Brown, Noah Schnapp, Ian Somerhalder, Paul Wesley, Nina Dobrev)
- **Celebrity Signing Coordination:** Facilitate exclusive private signings with renowned celebrities including John Travolta, David Duchovny, Tim Robbins, Samuel L. Jackson, and Harvey Keitel, enhancing client engagement and satisfaction.
- **Agency Relations:** Maintain strong relationships with top talent agencies, including CAA and WME, to identify and secure the best talent for brand partnerships
- **Influencer Marketing:** Successfully facilitate strategic brand partnerships for influencers, aligning their personal brand with complementary business interests to maximize both visibility and engagement. (Ex: Raising Canes, Dr. Pepper, GAP)

### Business Directory Specialist

October 2020 to August

2023

Tampa, FL

Mediagistic

- Complete monthly social benchmarking and budget reviews; coordinate with account managers, sales and teams across the company to support growth initiatives
- Responsible for managing 17+ clients' brand image, developing and managing paid and organic social media campaigns across all streamline social platforms, using UTM codes, Facebook Connect, and other 3<sup>rd</sup> party applications
- Social Media Management: Oversaw the management of social media channels for brand partners, creating engaging content and strategies to grow online presence and audience engagement.
- Attend weekly thought leadership sessions with supervisors to enhance long-term marketing strategy for corporate accounts assigned to improve overall social visibility and lead generation
- Collaborate and consult with designers to enhance advertising visuals for more than 50 clients
- Created over 100 YouTube channels for clients; manage ongoing YouTube channel strategies for more than 500 clients
- Write and schedule posts on Facebook, Instagram and Pinterest for 17+ clients
- Increased Facebook audience count for over 20 clients by actively managing the accounts and encouraging engagement
- Perform regular SEO refreshes and audits for more than 500 clients which grew organic traffic by 25%
- Conduct monthly audits on websites for more than 500 clients: cross referenced the client's business center with their Google Business Profile (GBP) account to ensure consistency and identified areas for optimization and growth
- Optimize GBP listings by actively monitoring and editing accounts

### Stylist Assistant

July 2022 to August 2023

Miami, FL

Style By Meech

- Trusted with curating music video, photoshoot, runway, and performance outfits via consulting with luxury brands to deliver the latest trends for clientele
- Organized and managed entire wardrobes for two music videos (Ex: Moneybagg Yo, Enzo McFly)
- Tracking market research as well as analytics of current trends to accurately source and curate the newest pieces for clients
- Oversee styling budgets ranging from \$5,000-\$150,000
- Held private showings for clients to shop as well as hand delivered pieces to celebrity clients

## Skills / Interests

Online Trends  
Personal Relations  
Consulting  
Hospitality  
High-profile Client Management  
Traveled to over 30 countries  
Globally Minded  
Networking

Adaptability  
Public Relations  
Brand Consulting  
Contract Negotiation  
Time Management  
Photography  
Influencer Marketing Strategies  
Writing Skills

Talent Scouting / Acquisition  
Multi-channel Marketing Experience  
Market Trend Analysis  
Event Planning & execution  
Digital Marketing  
Personal Branding  
Media Relations  
Organization

MS Office Suite  
AI Application Proficiency  
GoogleTrends for SEO & keyword enhancement  
Social media curation & enhancement for busies (FB, IG, X, TikTok, YouTube)  
Layout & design (Adobe Photoshop, Canva)