

Autumn Crouch

Tampa, FL • autumnrosecrouch@gmail.com • 813-210-7341 • <https://autumnrose.art>

Experience

DIVINE CONNECTIONS MASSAGE & SPA

Tampa, FL

Marketing Assistant

May 2025 - Current

- Develop the overall marketing strategy utilizing research, data and social listening
- Content creation and graphic design of marketing assets such as newsletters and social media
- Manage social media response and engagement to ensure timely communication to potential patients

MINDSHARE

Remote

Senior Associate, Affiliate Marketing

July 2024 – April 2025

- Handled reporting of all data for 4 accounts including insights and commentary
- Provided strategic recommendations to clients on how best to optimize with publishers
- Book exposure placements that provided further positive performance for Affiliate programs

MINDSHARE

Remote

Senior Associate, Business Intelligence & Analytics

May 2022 – July 2024

- Handled reporting of all data for the Mizkan account
- Utilized a suite of tools including Tableau and Prisma to compile and organize data
- Reduced delivery time for reporting through organizational effectiveness by 55%

FREELANCE

Tampa, FL

Graphic Design and Digital Content Creator

May 2020 – Current

- Maintain superior client-customer relationships with an average rating of 4.3/5 stars
- Create social media, print and digital content utilizing a suite of tools that increase client reach
- Utilize research marketing tools to provide initial consultations that prioritize client performance

ATLANTIC RETAIL

Orlando, FL

Marketing Manager

Jan 2021 – May 2022

- Managed workflow for Marketing team to ensure successful completion by due dates
- Utilized digital advertising tactics to increase the reach of real estate listings significantly
- Visualized data and insights for lead generation reports and sales comparisons

Education

UNIVERSITY OF CENTRAL FLORIDA

Orlando, FL

Advertising/Public Relations & Political Science

May 2020

Honors Undergraduate Thesis writer

PUBLIC RELATIONS STUDENT ASSOCIATION

Orlando, FL

Principles of Public Relations certification

May 2020

STEINBRENNER HIGH SCHOOL

Lutz, FL

May 2016

Skills & Interests

Technical: Adobe Creative Suite (Photoshop, Illustrator & InDesign), Tableau, Google Analytics Suite (Advertising Manager & Campaign Manager),

Interests: Data visualization, research & analysis, strategic communication,