

DESIREE GIRLING

MARKETING DIRECTOR

CONTACT

530.781.2624

COUSINEAUDESIREE@GMAIL.COM

WWW.DC-PHOTOJOURNALIST.COM

PROFILE

Passionate about storytelling and giving brands a voice.

SKILLS

- Video production
- Social media strategy
- Website builders (WordPress, Wix, Squarespace, Folio)
- SEO
- Content marketing
- Adobe Creative Suite
- Copywriting
- Copy editing
- Project management
- Resourcefulness
- Radical empathy

PASSIONS

- Storytelling
- Mental illness advocacy
- Social justice
- Learning
- Gastronomy
- Animals
- Mountains

WORKSHOPS

- Momena Workshop - Storytelling for Nonprofits
- MediaStorm - Methodology Master Class
- Masterclassing - Digital Marketing Masterclass

EXPERIENCE

INTEGRATED MARKETING AND COMMUNICATIONS DIRECTOR LIFESPACE COMMUNITIES | JAN 2025 - SEPT 2025

- Built and managed creative and production budgets for 16 communities.
- Organized and managed asset library.
- Collaborated with marketing directors and freelancers at the community level.
- Lead and managed brand projects and photoshoots from ideation to distribution.

INTEGRATED MARKETING MANAGER SUN AUTO | JULY 2024 - JAN 2025

- Define, manage, and streamline branding for the 32 brands under the Sun Auto umbrella.
- Design and implement strategic marketing plans that aligned with business objectives, enhancing brand visibility and audience engagement.
- Coordinate with external creative, marketing, and media agencies to develop impactful campaigns, ensuring projects met brand standards, deadlines, and budget constraints.

FIELD MARKETING MANAGER

CALIBER AUTO CARE | FEB 2023 - JULY 2024

- Developed regional marketing plans to build car count.
- Customized marketing programs and KPIs for each of our 33 centers.
- Managed monthly marketing budget of \$200,000.
- Directed the content marketing ecosystem by overseeing budget, resources, and tool allocation, maximizing reach across campaigns and brand touchpoints.

MARKETING DIRECTOR

EMPORIUM TPO | FEB 2022 - DEC 2022

- Defined and maintained branding of this start up.
- Implemented a CRM and grew our database to more than 16,000 contacts in six months.
- Increased email open rates to double the industry average.
- Developed and executed marketing strategies, including but not limited to email and text campaigns.
- Created and communicated marketing processes and procedures.
- Prioritized short and long-term requests from the sales and leadership teams.

DIGITAL MEDIA MANAGER

CALIBER HOME LOANS | FEB 2019 - FEB 2022

- Spearheaded brand storytelling initiatives across various media channels—digital, social, video, and traditional—to deliver a consistent and compelling message.
- Oversaw the creation of a digital resource portal for our business partners.
- Managed an annual marketing budget of \$800,000.
- Produced more than 200 videos, 12 podcast episodes, and 20 thought leadership pieces.

DIGITAL MEDIA MANAGER

SUPREME LENDING | OCT 2014 - FEB 2019

- Developed and implemented digital storytelling strategies that resulted in an additional \$20,000 in monthly revenue.
- Other accomplishments and responsibilities included:
 - Designed and executed a social media management program that grew to include more than 200 paid subscribers.
 - Managed a department of seven creative team members.

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EDUCATION

MASTER OF ARTS, MAJOR IN JOURNALISM
UNIVERSITY OF NORTH TEXAS | 2012-2014

- Twice awarded the Mayborn Graduate Scholarship
- Selected by the Mayborn Graduate Institute faculty as an Outstanding Graduate Journalism Student
- Participated in a three-week journalism project in Mexico during the summer of 2013. A piece produced while there won 2nd place in the NPPA's November 2013 Professional Multimedia Contest.
- Completed and successfully defended a thesis on how mental illness is portrayed in the media.
- Worked as a teaching assistant in undergraduate journalism courses.