

# Justin Hartsell

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## Career Objective:

I am a communications professional seeking to work professionally in a diverse, inclusive setting within an organization that serves the surrounding communities and fosters my own career growth.

## Education:

Received a bachelor of arts degree in mass communications from Emory & Henry in 2020 with magna cum laude graduate honors. Additionally, hold an associate of applied science degree in physical therapist assistant from Walters State Community College.

## Public Relations and Marketing Experience:

**Marketing director**, Chick-fil-A The Pinnacle, April 2022 to present: Promote and elevate the brand of Chick-fil-A, specifically at the local level in Bristol, Tenn. and surrounding communities. Build brand loyalty to our specific location through social media engagement and promotions, effective storytelling, event planning, sponsorships, donations, speaking engagements and interpersonal engagement with customers and businesses to build, maintain and strengthen relationships. Facilitated orientation to incoming hires. Started internal newsletter to align the team with our store's efforts. Manage assistant director of marketing to broaden our reach and effectiveness in handling more complex or overlapping commitments. Assisted in training of team members and hiring potential candidates. Intervened in guest recovery situations and developed crisis communication plan in the event of direct and/or indirect news cycles impacting the brand. Develop marketing plan and initiatives to build the business. Process guest complaints made in person or submitted online, resolving the issue promptly and appropriately. Communicate through email, the digital app, social media, in-person, written letters, marketing phone line, etc. Offer fresh engagement with our current audience and desired audience to grow our sales and customer base. Develop and manage graphic design projects and billboard campaigns.

**Events and communications coordinator**, Kingsport Chamber of Commerce, April 2021 to April 2022: Coordinate public relation luncheons with business leaders in the community to maintain strong ties between the Kingsport Chamber and organizations. Write and publish news releases and send stories to press/media contacts. Film, edit and publish videos spotlighting regional businesses and business owners. Prepare printed ads to be published in local newspaper and publications highlighting the Kingsport Chamber. Create weekly newsletter and create numerous eblasts to be sent to all of membership (1700+ active subscribers). Assist with hosting political forums and luncheons across multiple levels of government, along with attending weekly, virtual meetings on legislation being proposed within the state.

**Marketing manager**, Blue Hills Enterprises, LLC, June 2020 to April 2021: Manage promotional efforts – including web management, print projects and media relations – for this health food company located in Southwest Virginia.

**On-site communications specialist**, Utility Trailer Manufacturing Company, May 2019 to March 2020: Improved internal communications, internal marketing and public relations for this company located in Glade Spring, Va. Created publications and advertisement designs and developed internal communications intended to maintain employee morale and to connect the company with the surrounding community.

**Guest experiences representative**, Abingdon Visitors Center, February 2019 to March 2020: Supported efforts to inform and welcome visitors to the community of Abingdon, Va. Provided communications and merchandising assistance for the Center as it worked with individuals, families and groups traveling to the area.

## News Reporting, Editing and Production:

**Events and communications coordinator**, Kingsport Chamber of Commerce, April 2021 to April 2022: Write and publish press releases on behalf of the organization; created and filmed organization's first-ever Manufacturing Mini-Series that highlighted regional manufacturers; film and edit program/member spotlight videos where various programs within the Kingsport Chamber or its members are highlighted on social media and within weekly newsletter; curate a "recap" section in weekly newsletter that details events and news highlights from the previous week—often times using my own photos and custom news writing/captions.

**Program producer**, WEHC 90.7 FM, September 2018 to March 2020: Directed and promoted numerous programs for this public radio station, including weekly sports coverage and weekly shows related to economic development and the arts. Also produced special programs for the Christmas and election seasons.

**Copy editor and news writer** for The Whitetopper, January 2018 to December 2019: Provided editing and general assignment reporting to this weekly newspaper published by the Emory & Henry College student government on behalf of the student body.

**Research assistant** for the book, "9/11 and the Academy: Responses in the Liberal Arts and the 21<sup>st</sup> Century World," 2018-2019: Provided copy editing; enhanced search engine optimization for web promotions; worked with author to develop a panel discussion of the book.

## Events Management Experience:

**Events and communications coordinator**, Kingsport Chamber of Commerce, April 2021 to present: Promote upcoming events online; manage ticket sales and spreadsheets; assist in the setup and breakdown of events; ensure marketing consistency for sponsors supporting an event and logo placement; create graphics on presentation screens and manage slides during event; film and photograph live events; create printed agendas and fliers for various events; help secure materials for an event (i.e. event signs, plaques, etc.); help make sure guests feel welcomed and leave an event feeling as if they left an experience—not just an event; run Facebook Live during special events; coordinate and run Zoom meetings/webinars for virtual events.

**Technical/promotional consultant and event coordinator**, The Lincoln Theatre in Marion, Virginia, October 2020 to March 2021: Plan events, including live music and film festivals; troubleshooting technical issues; assembling equipment for show; planning and managing events; social media management; graphic design; website consultation; copyediting promotional materials.

**Assistant to the director** of the McGlothlin Center for the Arts, January 2019 to March 2020: Organized a monthly arts program at the Center's amphitheater; promoted events at the Center through publication design and distribution; radio promotions; press release writing and media relations; and spreadsheet management.

**Promotional assistant** for the Abingdon Music Experience/Abingdon Convention and Visitors Bureau, March 2019 to August 2019: Promoted special events sponsored by the Town of Abingdon; assisted with the organization and staging of Abingdon's summer concert series, Thursday Jams; managed social media, providing content that included self-produced video and photography.

## Other Work Experience:

**Physical Therapist Assistant (PTA)** | Licensed in Tennessee | Practiced 2016 – 2018

**Customer Experience Coordinator/Front End Coordinator/Sales Associate** | T.J. Maxx | Kingsport, TN and Morristown, TN | September 2011 – January 2016

**Student Co-op** | Eastman Chemical Company | Kingsport, TN | September 2012 – June 2013

## Volunteer Experience:

**Board Member & Communications Committee Member** | Symphony of the Mountains | Kingsport, TN (serving Northeast TN/Southwest VA/Western NC) | 2021 – Present

**Board Member, Secretary** | PRSA Tri-Cities Chapter | Tri-Cities, TN | 2021 – 2022

**Communications Committee Member** | Regional Alliance | Appalachian Highlands (Northeast TN & Southwest VA) | 2020 – 2021

**Communications Committee Member, Vice Chair** | United Way of Greater Kingsport |  
Kingsport, TN | 2021 – 2022

***Volunteering Synopsis:*** I currently serve on the board for a regional symphony to promote the importance of the arts across northeast Tennessee, southwest Virginia and western North Carolina. Previously, I was on the board and served as Secretary for the local chapter for PRSA (Public Relations Society of America)—where I helped plan and promote events, create monthly newsletters, etc. I also served as Vice Chair for the Communications Committee for United Way of Greater Kingsport and on the Communications Committee for a regional alliance that advocates for diversity, equity & inclusion (DEI) initiatives across the region (northeast TN & southwest VA).

## References

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