



Justin Hartsell

Marketing Director

I am a communications professional seeking to work professionally in a diverse, inclusive setting within an organization that serves communities and fosters my own career growth. In particular, I would love to cultivate my passion for politics, justice and representation into a career on Capitol Hill.

Contact

Phone

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Email

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Address

455 W Sullivan St. Apt 352
Kingsport, TN 37660

Education

2020

Bachelor of Arts - Mass Communications

Emory & Henry College

2016

Associate of Applied Science - Physical Therapist Assistant

Walters State Community College

Expertise

- AP Style
- Copy editing/writing
- Servant leadership
- Public relations
- Public speaking
- Database management

Language

English

Experience

2022 - Present

Chick-fil-A The Pinnacle | 360 Pinnacle Pkwy, Bristol, TN 37620

Marketing Director

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. This location does several million in sales every year and continues to grow at a remarkable percentage rate.

2021 - 2022

Kingsport Chamber of Commerce | 400 Clinchfield St. Suite 100, Kingsport, TN 37660

Events and Communications Coordinator

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. 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.

Reference

Bob Feagins

Executive Director of Communications & Development, Kingsport Chamber of Commerce

Phone: 423-392-8800

Email: bfeagins@kingsportchamber.org

Dr. Mark Finney

Professor of Media & Communications, Emory & Henry College

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