

# MARK PILKINGTON

## ADDRESS

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Nashville, TN 37207

## CONTACT

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## EDUCATION

### University of North Carolina at Chapel Hill

- Bachelor of Arts in Journalism and Mass Communication, Public Relations Concentration, May 2010

## PROFESSIONAL EXPERIENCE

### Field Marketing Strategist, Chipotle Mexican Grill, Nashville, TN (July 2014-Present)

- Write and develop local marketing strategy as an extension of the global brand, inclusive of budget and calendar
- Produce local and regional events to increase brand awareness and deliver \$325k in incremental sales growth
- Create and execute restaurant-specific sales building promotions to generate \$1.1M in revenue
- Provide marketing education, support and training to 82 restaurant teams across the Southeast
- Partner with Field Operations leaders to provide insight into customer experience and sales trends

### Community Relations Coordinator, Monroe Harding Inc, Nashville, TN (March 2012-May 2014)

- Created and implemented media plans to increase community awareness and exposure of the agency
- Managed all aspects of social media engagement and maintained agency website
- Oversaw short and long-term marketing plans and budgets for the agency
- Designed and produced all external and internal marketing efforts to promote brand appearance
- Built new donor database using Salesforce CRM software to facilitate donor management of over 8000 donors

### Product Specialist/Emcee, Xperience Communications, Dearborn, MI (August 2011-March 2012)

- Engaged consumers in new products resulting in direct sales growth
- Promoted brand awareness at national activations for one of America's largest automotive brands
- Increased attendance at activations by an average of 25%

### Assistant Property Manager, Grubb Properties, Raleigh, NC (November 2010-July 2011)

- Researched, created and implemented innovative marketing strategies to increase resident acquisition
- Supervised other staff members and outside contractors
- Analyzed annual budget to maximize property performance and increase revenue

### Leasing Consultant, Grubb Properties, Chapel Hill, NC (June 2009-October 2010)

- Negotiated and contracted new leases while managing more than 440 units
- Developed a comprehensive 14-month marketing plan using market research to generate \$25,000 in revenue
- Implemented new systems for lease management and parking services for the complex

### Public Affairs Intern, City of Durham Office of Public Affairs, Durham, NC (January 2010-May 2010)

- Enhanced communication with city residents by revising extensive media lists
- Designed a marketing communications plan for the government television channel to increase impressions by 50%

## COMMUNITY

### The Nashville Grizzlies Rugby Football Club, President and Chairman, Nashville, TN (September 2011- Present)

- Collaborate with Board members to approve \$50k budget to provide facilities and cover expenses for seasons
- Promote diversity and inclusiveness in the athletic community while growing the sport of rugby in Nashville
- Facilitate team's partnerships with local non profits in order to participate in volunteer projects across the city

## SKILLS

- Proficient in Microsoft Office, Adobe Photoshop, Adobe InDesign, Salesforce and Web Design