

# Virginia "Gin" Hughes

**Marketing Coordinator | Social Media Manager | Brand Strategist**

 **Relocating to Houston, TX | Single Mom | Barrel Racer**

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## PROFESSIONAL SUMMARY

Ambitious and results-driven Marketing Coordinator with over 4 years of hands-on experience managing digital campaigns, social media strategies, and client relationships across various industries. Skilled in paid ads, brand management, and creative storytelling, I specialize in driving measurable growth for businesses. With a strong background in agriculture, rodeo, and equine marketing, I offer a unique blend of creativity, industry knowledge, and business acumen. Now relocating to Houston, I'm eager to contribute to a dynamic team where I can grow professionally and help achieve larger goals.

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## PROFESSIONAL EXPERIENCE

### **Marketing Director | Equine Swim Center – Stephenville, TX**

*January 2023 – Present*

- Spearhead all marketing efforts for an equine rehabilitation facility, including social media, paid ads (Google, Facebook), and print marketing campaigns.
- Manage client relationships, ensuring strong communication and satisfaction.
- Lead a team to create engaging content for both digital and offline channels, driving brand awareness and customer loyalty.

### **Account Manager & Director of Social Media Management | Design Factory Marketing – Midland, TX**

*March 2023 – December 2024*

- Managed 40+ client accounts simultaneously, overseeing social media content, paid ads, and campaign analytics.
- Developed marketing strategies, content calendars, and executed growth-driven social media campaigns.
- Achieved measurable results by optimizing client's social media presence, increasing audience engagement, and driving conversions.

### **Owner & Operator | Pony Party Business – Waller, TX**

*2019 – Present*

- Established and operated a successful mobile pony party business, handling marketing, bookings, event logistics, and client communications.
  - Built an engaging brand using social media marketing and local networking to attract families for parties and events.
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### **EDUCATION**

#### **Texas Tech University – Digital Marketing Course**

*2023*

- Completed certification with a focus on paid ads, Google Analytics, social media strategy, and content marketing.

#### **Oklahoma State University**

*2017 – 2019*

- Agriculture Business Major (Degree not completed)
  - Rodeo Team Member while balancing full-time academics with 19 credit hours per semester.
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### **SKILLS**

- Google & Facebook Ads
- Content Strategy & Campaign Management

- Social Media Marketing (Facebook, Instagram, LinkedIn, TikTok)
  - Email Marketing (Mailchimp)
  - Google Analytics & SEO
  - Client Relations & Account Management
  - Project Management & Team Leadership
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## **CERTIFICATIONS**

- Google Ads Certification
- Cloud Campaign Social Media Management Certification
- Texas Tech University Digital Marketing Certificate (2023)