

TINA BELL

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Analytical, organized, and efficient HR professional with two decades of direct experience in HR, public relations, and marketing. Recruiting and employee communication strategist with the ability to improve both the recruitment and retention process for companies. Experience coordinating onboarding and working with managers to determine staffing needs and in managing payroll and benefits.

EDUCATION

BACHELOR OF ARTS IN JOURNALISM - PUBLIC RELATIONS

Sam Houston State University, Huntsville, Texas

December 2005

- Lead research assistant for the book *Prison City: Life with the Death Penalty* in Huntsville, Texas
- Spanish Cultural Exchange Student - Universidad Iberoamericana, Puebla, Mexico. June 2004
- Rotary Ambassadorial Scholar – University of Edinburgh, Edinburgh, Scotland, Fall 2022

ASSOCIATE OF ARTS - GENERAL STUDIES

Blinn College, Brenham, Texas

December 2003

- Miss Buccaneer, Blinn College, 2002
- Treasurer, Texas Junior College Student Government Association, 2001-2002
- Regional Vice President, Texas Junior College Student Government Association, 2001-2002
- President, Student Government Association, Blinn College, 2001-2002
- Vice President Public Relations, Phi Theta Kappa, Blinn College, 2001-2002
- Charter President, Rotaract Club, Blinn College 2000-2002
- Historian, Student Government Association, Blinn College, 2000-2001

HARD AND SOFT SKILLS

- **Adobe Creative Suite:**
InDesign, Illustrator, Photoshop, Premier Pro
- **Microsoft Office 365:**
Word, Excel, PowerPoint, Teams, OneDrive
- **Websites:** WordPress
- **Email:** MailChimp, Constant Contact, Pardot
- **CRMS:** Salesforce, Planning Center
- **Accounting:** QuickBooks
- Copywriting, Editing, Press Releases
- Recruitment and Retention Strategies
- Crisis Communications & Public Relations Strategies
- Bookkeeping, Employee Onboarding, Payroll
- Ideal Team Player: Humble, Hungry, & Smart
- Strong Communication & Interpersonal Skills
- Organized, Efficient, Adept at Problem Solving

EXPERIENCE

OFFICE MANAGER (FINANCE, MARKETING, & HUMAN RESOURCES)

Trinity Baptist Church, Texarkana, Arkansas

2022-Present

- Handled all AP/AR and financial reporting for a \$1.4 million budget
- Trained ministry directors on how to read financial reports and provided monthly budget analysis
- Developed and implemented financial, HR, and communication policies
- Worked with ministries to develop marketing strategies, campaigns, and collateral to promote the church's work
- Managed all online communication for the church, including website, social media, and newsletter
- Launched new website and developed a comprehensive SEO strategy to increase traffic by 900% in one year
- Wrote press releases and maintained relationships with area media
- Handled recruiting strategies, new hire onboarding, payroll, and human resource functions of the office
- Lead a team of volunteers serving in the church office and on the Greeter Team
- Managed Planning Center, Microsoft Admin, and Google Suite, including setting up new accounts and maintaining security of accounts, training other users, and ensuring accuracy of the database
- Maintained minutes from each committee of the church (Nominations, Deacon, Finance, Personnel, and ALT)

DIRECTOR OF PUBLIC RELATIONS, RECRUITMENT & RETENTION

LifeNet Emergency Medical Services (EMS), Texarkana, TX, Hot Springs, AR, and Stillwater, OK

2018-2022

- Managed full life cycle of recruitment, including posting, sourcing, prescreening, scheduling, background and reference checks, offers, onboarding, etc...
 - Oversaw all stages of candidate experience including application, interviews and communication
 - Developed a Resiliency Training Class for employees and created a plan to develop a Peer to Peer Team.
 - Created and implemented an interview training program for all hiring manager
 - Ensured positive client relations at facilities, first responder organizations, and EMS agencies through monthly PR visits across three states (7 counties) for both ground and air EMS services
 - Wrote and delivered press releases and maintained media relationships across all service areas
 - Managed contracts for contract field employees and external partnerships with colleges, professional associations, job boards and HR software vendors
 - Coordinated and built all community training for first responder agencies including landing zone classes, aircraft recovery classes, EMR classes, and dealing with personalities classes
 - Worked with operations, communications and administration to develop and implement public relations plans
 - Created a Bystander CPR & AED Use training class to deliver in the community and obtained BLS Instructor Certification to provide CPR instruction to churches, civic organizations, and first responder organizations
 - Managed all social media accounts including creating all content for Facebook, Instagram, YouTube, and LinkedIn
 - Gathered information regarding competition and developed thorough understanding of competitors across service areas to assist in bid writing for new service areas
 - Served as a member of the Senior Management Team
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MARKETING MANAGER

Vertical Alliance Group, Texarkana, Arkansas

2015-2018

- Developed company marketing plan
- Lead implementation and management of company's automated marketing strategy
- Wrote and delivered press releases and maintained media relationships with national publications
- Created lead generating content pieces and developed nurture campaigns
- Wrote monthly sales letters and corresponding lead generation landing pages
- Coordinated weekly informational and sales emails to prospects and clients
- Developed interactive course catalog and updated monthly
- Developed marketing collateral for multiple product lines
- Coordinated SEO, blog posts, website analytics, and developed web strategy
- Provided support materials to national sales team
- Coordinated tradeshow logistics for national shows
- Scheduled speakers for bi-monthly webinars and co-hosted webinar series for lead generation

DIRECTOR OF MARKETING

HealthCARE Express, Texarkana, Texas + 11 Locations across Four States (Texas, Arkansas, Oklahoma, Louisiana)

2008-2015

- Directed all marketing, and a team of five, for multiple urgent care clinics across a four states area
 - Prospected, marketed, and built pipeline of interested advanced nurse practitioner, physician assistant, and medical doctor candidates for 11 urgent care centers in 4 states.
 - Supervised and trained occupational medicine and ancillary services sales team
 - Maintained marketing budget for 11 medical clinics
 - Set-up and implemented ROI measurement plan
 - Created brochures, forms, signs, and company promotional folders
 - Coordinated all media ads, sponsorships, and public events
 - Developed, edited, and maintained social media campaigns, websites, AdWords campaigns, and analytics
 - Wrote press releases and coordinated media appearances
 - Served as director of franchise marketing for eight months and created all marketing pieces to promote franchise including brochures, CDs, DVDs, and all copywriting
 - Compiled, wrote, and edited weekly company newsletter, *The Express Press*
 - Built and maintained company's internal training and communication portal, Express University, including developing training content and creating test questions
 - Performed qualification analysis, conducted phone screenings, and scheduled interviews
 - Wrote job descriptions, created recruitment marketing collateral, and coordinated direct mail marketing and email recruiting efforts
 - Worked directly with medical school program administrators to recruit PGY3s
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MARKETING COORDINATOR

Smith-Blair, Inc., Texarkana, Arkansas

2006-2008

- Designed and updated literature for product catalogs
- Compiled, wrote, and edited monthly company newsletter, *The Pipeline*
- Created advertisements for product lines and designed promotional items
- Organized and coordinated travel plans for national and state conferences
- Spearheaded the development of a new company website
- Wrote and delivered press releases and maintained media relationships with national publications

MANAGING EDITOR

The Madisonville Meteor, Madisonville, TX

2005-2006

- Organized weekly layout of paper and edited all copy for paper
- Wrote feature stories about area businesses and community leaders
- Researched and gathered information for stories
- Interviewed contributors both in person and over the phone
- Developed weekly stories without missing a single deadline

OTHER EXPERIENCE

- Customer Service Desk Associate, Wal-Mart, Huntsville, TX, 2004-2005
- Accounting Office Associate, Brookshire Brothers, Huntsville, TX, 2003-2004
- Sales Associate, Old Navy, Katy, TX, 2002
- Dispatcher & Bookkeeper, Baiter's Wrecker Service, Sealy, TX, 2000-2002
- File Clerk, Brazos Valley Medical Clinic, Sealy, TX, 1996-2000 (During Christmas Vacation)

WORK RELATED HONORS

- Employee of the Month, HealthCARE Express, March 2012
 - Cashier of the Month, WalMart, October 2004
 - Employee of the Month, Old Navy, August 2002
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