



Martha Bellomy

MARTHABELLOMY.COM

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PROFESSIONAL EXPERIENCE

ClubCorp; Marketing Manager – March 2019 – November 2019

Responsible for all of the marketing and advertising needs of 30 golf and country clubs throughout the ATL Metro area.

Key Tasks:

- Sustained a 20,000 member roster engaged through relevant digital advertising practices.
- Provided ongoing marketing support to all clubs and regional teams.
 - Hyperlocal marketing emphasis – *targeted, constant and daily!*
- Emphasis was on building continuous pipeline of leads and prospects.
 - Membership
 - Private Events – *banquets, weddings, etc.*
- Developed retention practices centered on existing member engagement.
 - Social Events - *Private and guests events*
 - Food & Beverage
 - Golf Tournaments
 - Etc.
- Led and managed a creative team of three – *Graphic Designer, Copywriter & Digital.*
 - Produced hundreds of collateral pieces within a short timeline.
 - Email, Print, Digital Ads, Merchandise, Direct Mail, Brochures, Menus, Banners.