

Maggie Bevins

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EDUCATION

Lipscomb University, Nashville, TN

2023

B.S. in Web Application Development

FULL-TIME WORK

Events and Marketing Manager | The Dirty Drummer, Phoenix, AZ

2025-Present

Plan and execute 3-10 events weekly, including ~220 capacity concerts and private parties, oftentimes managing two events concurrently. Create digital and physical marketing content that highlights entertainment, sells tickets, and promotes the multi-functional business (restaurant, bar, and venue). Oversee events calendar and update website, socials, and GBP weekly. Maintain the authenticity of a well-established, 50-year-old brand aesthetic while introducing modern strategy and design techniques.

- Revived company TikTok, improving engagement via tailored content and Paid Ads.
- Pitched 'The Great BARcadia St. Patty's Bar Crawl' and single-handedly assembled a 4-bar collaborative event that elicited cross-promotion and encouraged the support of small, local businesses.
- Rebranded and rebooted "Tiny Tonk Tuesdays," a summer-long dance and community event.
- Acted as production assistant for 'The Dirty Drummer Open,' a philanthropic golf tournament.

Digital Content Specialist | YMCA of Middle Tennessee, Nashville, TN

2023-2025

Managed and optimized 3 websites: YMCA of Middle Tennessee (12 fitness centers), Fun Co. (childcare), and Camp Widji (year-round camps and conferences). Responsible for daily content updates, delivering time-sensitive alerts, and ensuring global brand consistency – all while enhancing user experience. Headed a variety of email marketing initiatives, featuring targeted campaigns that effectively engaged our audience and drove key conversions (new memberships, event registrations). Utilized software such as Asana, Drupal, Basecamp, Adobe Creative Suite, Microsoft Office, and Canva.

- Implemented strategy for both SEO and accessibility across all sites.
- Modernized webpage and email designs without compromising Y branding.
- Collaborated with developers to constantly improve site functionality, UI, and UX.

PART-TIME WORK

Social Media Manager | Family Vision Care of Cool Springs, Nashville, TN

2022-2025

- Devised a social media strategy that properly reaches target demographic, promotes brand aesthetic, and supports a consistent online presence. Post biweekly to Meta and GBP. Schedule posts via Meta Business.
- Designed and scheduled marketing content (Canva, Meta Business Suite) to increase viewer traffic and attract new patients.
- Optimized Google Business Profile with keyword-rich posts.

Asst. Brand and Digital Operations Manager | Gotee Records, Nashville, TN

2022

- Oversaw creative and distribution projects such as graphic design and video content creation for all social platforms.
- Uploaded content to artists' YouTube channels and generated social media ads.

Lead Digital Marketing Intern | Lipscomb University Marketing, Nashville, TN **2022**

- *Promoted to Lead Intern*, worked with supervisor to complete site-wide SEO audit (SEMrush).
- Led one-on-one meetings with clients and administered DXP training (Drupal).
- Helped manage page creation, design updates and client content revision requests.

Web Development Intern | Huckleberry Branding, Nashville, TN **2021**

- Completed weekly, one-on-one training to sharpen knowledge of general web maintenance practices and master the use of WordPress. Fulfilled client web requests and designed new web pages.
- Gained knowledge in the foundations of SEO, advertising, and graphic design.

Digital Operations Intern | Silicon Slopes, Salt Lake City, UT **2021**

- Served on the Data Analysis Taskforce (Social Media Analytics, Qualtrics), updated and styled internal webpages, and helped with miscellaneous office operations.
- Helped produce StartFEST and StartMADNESS pitch competition for local startups and entrepreneurs.

WEB DEVELOPMENT AND SEO PROJECTS

E-Commerce Website Creation, 'The You Cane Give Initiative' **2024**

- Designed and produced a 20+ page website for this Nashville-based non-profit for the blind. Implemented an E-commerce platform for YCG's non-profit extension, Kustom Cane.
- Created unique branding based on pre-existing logo, transferred domain and site to new hosting, built staging and live sites with WordPress.
- Complete monthly maintenance to site based on clients needs (2024-Present)

Site-wide SEO Audit, 'Lipscomb University' **2022**

- Led SEO strategy and technical auditing for Lipscomb.edu using SEMrush; resolved 280+ issues including broken links, orphan pages, duplicate tags, and toxic backlinks, boosting site health score by 7% in 3 months.
- Enhanced high-priority pages with keyword-optimized content, crafted custom meta tags/descriptions, and presented a final SEO impact report to the university's Marketing & Communications team.

Website Redesign and Database Reconfiguration, 'CITIZEN 615' **2022**

- Redesigned the entire website by creating a new aesthetic and interface, reorganizing and reclassifying inventory in the database, and introducing new SEO strategies.
- Optimized the User Interface to boost online sales and improve overall User Experience.
- Complete bi-monthly updates to the site based on client needs (2022-Present)

FREELANCE EVENTS PRODUCTION EXPERIENCE

Event Production Assistant, Catalyst **2025**

Supported NM-based Catalyst Event Productions team with a 4-million-dollar internal leadership conference for Verizon. Designed physical signage and digital presentations for keynote speakers.

PRESENTATIONS

The Psychology of Web Design: How to Influence User Behavior **2023**

10-minute presentation at Lipscomb's annual Student Scholar Symposium. Overview of web design/sales strategies driven by psychology.