CHAUNTĀ SHARP

DIGITAL MARKETING & DIGITAL PR STRATEGIST

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STRATEGIC BY NATURE.	PRECISE IN EXECUTION.	DRIVEN BY PURPOSE.

PROFESSIONAL PROFILE

Digital marketing strategist, Digital PR practitioner, systems builder, and creative problem solver who identifies what is missing, connects the moving pieces, and builds practical paths forward. Cross-industry experience spans entertainment, community organizations, beauty, coaching, events, and financial services. Brings the instincts of a long-time business owner, the discipline of a project manager, and a client-centered approach shaped by more than 20 years of relationship-based service.

SELECTED EXPERIENCE

Founder · Digital Marketing & Digital PR Consultant

BestFriend in Digital Marketing | 2022–Present

Develops brand strategy, positioning, campaigns, content systems, digital-footprint audits, websites, customer journeys, marketing operations, analytics, and Digital PR solutions for entrepreneurs and purpose-driven organizations.

Customer Acquisition Sales Representative

I.C.E Tr3 Inc · AT&T Customer Acquisition Campaign | 2025 - 2025

Completed AT&T product and sales training and conducted door-to-door customer acquisition on AT&T’s behalf through I.C.E Tr3 Inc. Prospected residential customers, assessed service needs, presented eligible solutions, addressed questions and objections, and guided qualified customers through the acquisition process.

Digital Marketing Project Manager

Secretly Social LLC | 2023–2024

Led client projects from discovery and scope through timelines, deliverables, contractor coordination, client communication, and final handoff.

Event Operations, Sponsorship & Public Relations Coordinator

BikerFest Block Party Corporation | 2021–2023

Coordinated volunteer preparation and on-site management, supported team meetings, and assisted with event setup and breakdown. Developed sponsorship packages, a press release, a PR campaign, and a crisis-control plan; built a centralized database and workflow system for vendors, sponsors, volunteers, and the event team; managed stakeholder email outreach; and created a digital-footprint report and ongoing management system.

Social Media Manager

ByDesign / YWCA | 2022–2023

Created platform strategies and editorial calendars, implemented campaign tracking, analyzed performance, and reported actionable recommendations.

Social Media Coordinator · Co-Lead Coordinator

3300+Climbing | 2020–2022

Supported artist marketing, media outreach, content calendars, website content, performance reporting, candidate interviews, and coordinator leadership.

ENTREPRENEURIAL FOUNDATION

Owner · Marketing & Operations

Kinky Twist Queens LLC | 2003–2020 | Milwaukee, WI

Built a service brand that welcomed and served more than 3,000 clients through reputation, referrals, relationship marketing, consistent communication, and hands-on customer experience. This foundation continues to shape Chauntā's approach to brand trust, retention, and community.

MARKETING + DIGITAL PR CAPABILITIES

Marketing strategy + positioning	Digital PR + media outreach
Brand development + messaging	Audience + competitive research
Social media + content systems	Campaign strategy + management
Customer acquisition + consultative sales	Event operations + volunteer coordination
Crisis communications + response planning	Websites + conversion funnels
Customer journey design	SEO + SEM strategy
Google Ads	Email marketing + lead generation
Analytics + optimization	Influencer + UGC campaigns
Sponsorship + partnership strategy	Marketing dashboards + workflows

EDUCATION

Bachelor of Science · Digital Marketing

Full Sail University · 2023 · Salutatorian

Master of Arts · Public Relations

Full Sail University · In progress

LEADERSHIP + AFFILIATIONS

President — National Society of Collegiate Scholars, Full Sail University Chapter

Vice President of Social Media — National Society of Collegiate Scholars, Full Sail University Chapter

Secretary — Full Sail Black Student Union

American Marketing Association · PRSSA · Grammy U

SELECTED TRAINING + PREVIOUSLY EARNED CREDENTIALS

Marketing Customer Segmentation · Market Research Foundations · Creating and Giving Business Presentations · Video Journalism: Storytelling Techniques · Measure of Music 2023

Previously earned: Meta Certified Digital Marketing Associate; Google Ads Search, Measurement, Video and Shopping certifications; Google Analytics Individual Qualification. Original credential periods have expired.

PLATFORMS + TOOLS

Google Workspace · Microsoft 365 / Office Suite · Google Ads · Google Analytics · Meta platforms · Canva · Adobe Creative Suite · Asana · monday.com · GoHighLevel · WordPress · Wix · Square Online · Amazon Kindle Direct Publishing (KDP) · Barnes & Noble Press · CRM and workflow systems · AI-assisted brand and content systems