

Nolen Crawford

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SUMMARY

I'm an organized chaos wrangler with experience bringing people together through community-style events and maintaining key relationships across corporate and non-profit environments. My strong communication skills and experience working with teams in fast-paced environments help me keep a calm, solution-first mindset for every challenge, ensuring projects and timelines keep moving.

PROFESSIONAL EXPERIENCE

Southern Tide, Greenville, SC

February 2025 – Present

Retail Marketing Coordinator (July 2025 - Present)

- Manage community-based events and marketing across 36 retail stores, keeping store initiatives on track.
- Establish an event process and brand standards system that drives in-store events, growing events from 2 to 27 per month.
- Collaborate with four design team members and three external vendors on print and social media assets.
- Coordinate store-wide retention initiatives, including a 110-unit gift box campaign, targeting high-value customers based on purchase data.

Sales Coordinator (Feb 2025 - July 2025)

- Managed 11 corporate wholesale accounts and supported over 400 boutique accounts with quick issue resolution, accurate orders, and a smooth onboarding experience.
- Oversaw trade show operations for 10 sales reps across 4 trade shows, managing account appointments and shipping logistics between closely scheduled shows.
- Trained two incoming Sales Coordinators on account support and trade show operations, setting them up to manage day-to-day tasks within 1 month.
- Executed 2026's largest wholesale upload project, completing 255 product uploads on a two-week deadline, so reps could pre-book orders ahead of the season.

Not Your Average Joe, Oklahoma City, OK

July 2024 – February 2025

Entrepreneur In Residence

- Maintained ongoing relationships with 30 wholesale accounts, providing direct support that improved response time, product consistency, and account retention.
- Oversaw two large retail accounts, managing in-store marketing, branding initiatives, and collaborating with the local food industry to organize product samplings.
- Supported meetings with prospective accounts by presenting products and pricing alongside the founder.

EDUCATION

University of Oklahoma, Norman, OK

Michael F. Price College of Business **GPA: 3.8/4.0**

Completed 72 credits towards a Bachelor of Business Administration