

Faith Marcear

Bixby, OK 74008

Education

Oklahoma State University

Bachelor of Science in Agricultural Sciences and Natural Resources

Major in Agricultural Communications

Experience

Product Marketing Specialist – SeneGence

May 2025 – Current

- Collaborate across creative, operations, quality, and R&D teams to guide products from concept to launch, ensuring accuracy, compliance, and brand consistency.
- Lead market research initiatives, synthesizing data into clear, actionable insights for cross-functional teams.
- Conduct thorough, concise and informative market research for new core products and seasonal trends.
- Ensure cross-functional teams are equipped with all necessary product information and training prior to each new launch.
- Analyze market trends and consumer behavior to support strategic decision-making.
- Conduct external product panel tests to evaluate product formula, performance, and consumer perception.
- Prioritize and manage multiple concurrent tasks, maintaining accuracy and attention to detail in fast-paced environments.
- Utilize Microsoft Office Suite to develop in-depth data reports, product briefs, launch decks, and organized product information for internal and external stakeholders.

Photographer – Faith Marcear Photography

July 2025 – Current

- Direct and photograph sessions with a focus on natural light and timeless composition.
- Capture candid and styled portraits that highlight connection, personality and storytelling.
- Edit high-resolution images using Lightroom and Photoshop to enhance tone, clarity and mood.
- Deliver galleries with consistent branding and artistic polish, aligned with client expectations and brand identity.
- Consistently maintain and update websites and social media to reflect current offerings, seasonal sessions and brand aesthetics.
- Integrate booking forms, contact pages, and SEO-friendly content to drive traffic and streamline inquiries.
- Manage CRM system to track leads, automate follow-ups, and personalize client communication.

Brand & Communications Specialist – Koch Agronomic Services May 2023 – May 2025

- Strategized and led annual marketing campaigns in key agricultural regions to drive product visibility and strengthen brand recognition.
- Developed and executed written content and strategies for internal and external communications, including emails, social media, print and digital media.
- Analyzed quarterly campaign performance to inform strategy and optimize campaign effectiveness.
- Created strategic content calendars, while partnering with the social media manager to unify and optimize cross-channel content planning.
- Collaborated with the sales and product teams to design and deliver impactful print and digital sales enablement tools that supported revenue growth.
- Built, organized and streamlined landing pages for a digital asset management platform, ensuring efficient access to marketing materials for the sales team.
- Partnered with sales teams to develop an annual events calendar, enabling proactive planning of booth content and design strategies.

Director of Operations – Camp Cowboy October 2021 – October 2022

- Coordinated comprehensive reservations, including transportation, dining, catering, and lodging, to ensure smooth travel and event experiences.
- Strategized interactive lead capture opportunities for student events.
- Developed tradeshow booth design and materials, ensuring effective branding and communication.
- Managed travel logistics for students across multiple locations, collaborating with Coordinators, Interns and Directors to align schedules.
- Developed and executed logistics strategies for weekly camp agendas and events, ensuring operational efficiency and on-time execution.
- Partnered with interns to prepare and set up activities, supporting seamless transitions and successful event delivery.