

RILEY ALDRIDGE

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Education

Auburn University, Harbert College of Business

Bachelor of Science in Business Administration

Major: Marketing

Honors: Dean's list, summa cum laude

Auburn, AL

2022 – 2025

Experience

Thompson Tractor

Marketing Coordinator I

Birmingham, AL

February 2026 – Present

- Own marketing strategy and execution for the Earthmoving, Lift Truck, and Flooring Solutions divisions, aligning campaigns and initiatives with divisional goals and customer needs
- Develop and implement integrated marketing campaigns across digital and print channels to increase brand awareness and audience engagement
- Plan and execute divisional events, managing budgets, logistics, promotional assets, and stakeholder communications to deliver seamless attendee experiences

Marketing Intern

September 2025 – February 2026

- Partnered with 5+ business divisions to support marketing strategy, campaign execution, and cross-functional initiatives aligned with organizational goals
- Supported sales and marketing alignment through the management and distribution of branded collateral, promotional products, and campaign materials
- Executed content marketing initiatives by developing social media and print communications that reinforced brand messaging and supported customer engagement

Hexagon: Safety, Infrastructure & Geospatial

Digital Marketing Intern

Madison, AL

May 2025 – September 2025

- Supported global digital marketing campaigns through performance analysis, data management, and content development to drive strategic decision-making
- Created and distributed internal and external communications, including company-wide messaging and published blog content, to increase engagement and brand awareness
- Executed targeted marketing initiatives, including account-based marketing campaigns, to strengthen audience reach and visibility

Here Molly Girl

Digital Marketing Intern

Opelika, AL

January 2025 – May 2025

- Executed content marketing initiatives by developing blogs, social media content, email campaigns, and campaign concepts for 5+ clients to drive engagement and brand awareness
- Supported digital marketing campaigns by analyzing Meta Ads performance data and implementing optimizations to enhance campaign results
- Informed marketing strategy through market research and trend analysis, partnering with cross-functional teams to support seamless campaign execution