

SUMMARY

- An accomplished brand and communications professional with experience in media relations and content development is currently seeking a new role that will draw upon strong competencies in social media marketing, event management, brand identity, creative storytelling, social networking, new business development, and client relations.

QUALIFICATIONS HIGHLIGHTS

- Proficient in leveraging customer insights data from the targeted segments to meet business goals.
- Successful in analyzing brand awareness, perception, and engagement trends to drive accelerated growth.
- Able to devise high impact communications strategies to propagate a brand's value across channels including customer outreach, marketing campaigns, and special events.
- Well-versed at cultivating and prioritizing relationships with all stakeholders including external agencies, media, public relations in favor of corporate objectives and revenue optimization.
- Demonstrated experience in developing effective results within the confines of brand requirements, client deliverables, regional data points, and budget limitations.

Technical Skills

- Salesforce, Sprout Social, Cision, BirdEye, Meltwater, Adobe
- MS Office (Word, PowerPoint, Excel, Outlook),
- Social Media (Facebook, Instagram, Twitter, YouTube, LinkedIn)

CORE COMPETENCIES

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|----------------------------|------------------------------|----------------------------|
| ▪ Strategic Marketing | ▪ Event Management/Planning | ▪ Competitive Intelligence |
| ▪ Corporate Communications | ▪ Content Development | ▪ Business Growth |
| ▪ Audience Engagement | ▪ Public and Media Relations | ▪ Market Research |
| ▪ Brand and Positioning | ▪ Social Media Marketing | ▪ Liaison and Coordination |

PROFESSIONAL BACKGROUND

[PACIFIC PLUMBING OF SOUTHERN CALIFORNIA](#) – Santa, Ana, CA ----- Nov. 2018 – Present

Marketing Manager

- Oversee proper application of communication tools across the organization for B2B, B2C, and internal messaging.
- Plan and implement marketing and branding strategies. Execute all in-house advertising activities.
- Provide comprehensive communication solutions as a step toward building a cohesive brand and developed a Communication Calendar for digital platforms.
- Increased the inbound leads by 16% while collectively working with a third-party vendor on an on-going digital lead generation strategy.
- Establish marketing budgets. Analyze reports and compare actual results with the initial plans and forecasts.
- Lead the development and enhancement of creative, and other promotional artifacts (i.e. photography, graphics, website, blog, print and digital ads, logos, and more).
- Analyze trends and syndicated data to draw insights in favor of marketing objectives.
- Work on targeting new markets, strengthening client relations, and driving revenue growth.

[COMPANIES IN HOSPITALITY AND REAL ESTATE INDUSTRIES](#) ----- Jan. 2017 – Present

Communications Consultant

- Identify opportunities in the market post consulting with the business. Plan and execute all brand promotion efforts conducive to increases in traffic.
- Implement conventional and modern PR/marketing methodologies and stay focused on meeting pre-defined corporate objectives.

- Apply editorial strategies to develop and deliver the content of social media communications.
- Remain under budgets for all branding initiatives. Evaluate and suggest improvements to all marketing and PR materials including visuals to create a greater impact.
- Coordinate industry events and community outreach programs to cultivate new relations and to build credibility.
- Engage in the selection of appropriate media channels and in the development of advertising strategies.

[THE WATERFALL RESORT](#) – Ketchikan, AK ----- Nov. 2016 – Aug. 2018

Public Relations Specialist

- Instituted two-fold increases in engagement and organic impressions by posting interesting content across the company’s social media platforms and reputation management sites.
- Increased the new business revenue by 50%. Oversaw public relations programs for multiple properties under The Waterfall Group’s management. Fostered brand partnerships and managed onsite events.
- Ensured a single strong brand narrative in conjunction with various arms of the organization and the Director of Marketing to create brand awareness, audience engagement, and new revenue growth.
- Managed the development of media communication, marketing, and branding plans.
- Conducted extensive market research aligned with brand communication planning.
- Fostered relations with media professionals across travel, hospitality, and culinary verticals and maintained media lists. Organized multiple annual media trips to each property resulting in national press coverage.
- Adjusted marketing strategies with the latest trends and dynamic market demand. Administered project budgets.

[LAS CUMBRES OBSERVATORY](#) – Goleta, CA ----- Nov. 2015 – Aug. 2016

Development Assistant

- Engaged in developing a national brand presence in coordination with media partners and produced impactful press releases.
- Facilitated design and development of print collateral and branded publications (flyers, brochures, badges, invitations). Contributed to promotional events management and new business pursuits.
- Aligned communication strategies with business objectives in collaboration with the Development Director. Interacted with cross-functional teams and SMEs on the successful execution of corporate plans.
- Communicated professionally and accurately to inform the public, potential funders, scientists, engineers, foundations, and other stakeholders. Prepared mailers and arranged the printing of other collateral.
- Engaged local audiences through implementing the “Stars on Tap” event project every month.
- Generated compelling content including graphics in collaboration with the executive leadership.
- Contributed to re-branding and implementation of the brand’s value proposition internally and externally.
- Participated in performing market research, drafting research reports, and implementing marketing plans.

[SUNSHINE SACHS](#) – Los Angeles, CA ----- Feb 2014, 2015, and 2016

Event Intern

- Assisted in the management of Red-Carpet events including the Santa Barbara International Film Festival.
- Engaged in pre-event activities spanning the setup and preparation, media coordination, talent communication, and event support.

ACADEMIC BACKGROUND

[UNIVERSITY OF CALIFORNIA SANTA BARBARA EXTENSION](#) – Santa Barbara ----- 2016

Marketing Program

[UNIVERSITY OF CALIFORNIA SANTA BARBARA](#) – Santa Barbara ----- 2016

Bachelor of Arts in Global Studies

~ Supporting documents available upon request ~