

Objective

Business-minded Marketing Strategist with three years of leadership and hands-on experience across a wide range of mediums, platforms, and industries including non-profit, IT, retail, education, entertainment, and manufacturing. Effective team leader with a proven ability to meet business objectives through creativity and critical thinking to meet brand initiatives and accomplish successful organization-wide implementations.

Skills

Adobe Creative Cloud, Final Cut Pro, Livestreaming, Video Editing, Microsoft Office

Work Experience

Marketing Strategist

DP Technology - 2017 – Present

- Migrated 75,000+ records to Salesforce from four separate legacy systems without an implementation partner.
- Training the North American and Asian sales teams with the director of sales, North America.
- Integrating the Salesforce with Global website to consolidate disparate systems and automate customer processes.
- Establishing automated scheduling of monthly sales and marketing reports.
- Designing the trade show booths for local and foreign markets including DMS in Tokyo, Japan, and Emo in Hannover, Germany.
- Overseeing the creation of corporate marketing materials, branding initiatives, mobile apps, and video production.
- Manage the agency google analytics account, which has included a full audit, fixing and discovering complex tracking issues, setting up best practices, and analyzing data.

Marketing Specialist

The Ronald Reagan Presidential Foundation - 2015 – 2017

- Analyzed the trends in the district & individual building demographics, marketing program performance, account financial performance, and industry news.
- Collected data to identify opportunities for program enhancements.
- Created and drove promotional programs for increased participation and customer satisfaction growth, including promotional tools, instructions, and implementation guides.
- Determined needs and executed the training necessary to drive program success.
- Served as an additional resource within the region for marketing-related efforts.
- Collaborated with smaller districts on building marketing and communications plans, creating rebid strategies, and identifying additional growth and new business opportunities.
- Collected and researched data to compile into analytical reports in order to take the next step in brand awareness for the client.

Education

Master Of Business Administration in Entrepreneurship - 2014 (CALIFORNIA LUTHERAN UNIVERSITY)
Bachelor Of Science in Communication - (BOSTON UNIVERSITY)