

# Andres Gonzalez, MBA

Highly Strategic & Creative Business Development Professional with 10 years of Proven Corporate Growth Leadership Experience

## EXPERIENCE

### Nation Green Homes, Davie, FL — *Business Development Manager*

DEC 2022 - MARCH 2023

Drive growth through strategic marketing and operations optimization utilizing Customer Relationship Management (CRM) tools, websites, mailers, emails, SMS & social media. Manage & support the sales team.

### Sharfi Holdings, Jensen Beach, FL — *Marketing Director*

JULY 2022 - NOV 2022

Develop brand standards, create content, and manage consistent communication strategies to elevate brand reputation & grow the business with an annual revenue of \$100MM. Capture leads via PR, creative advertising campaigns, websites, SEO and social media.

### Medical Consultants Mngmnt, Deerfield, FL — *Marketing Director*

OCT 2018 - JULY 2022

Develop branding standards, create content, and manage consistent communication strategies to elevate brand reputation & grow the business for 19 Primary Care Medical Centers totaling annual revenue of \$65MM. Leverage target market data, gather testimonials and manage CRM databases to create and deploy effective marketing campaigns via websites, patient portals, social media, mailers, SMS texts & eNewsletters. Managed a marketing team of 22 people.

### Bauman Medical Group, Boca Raton, FL — *VP Business Dev*

MARCH 2012 - OCT 2018

Managed strategic sales & marketing campaigns targeting a global audience generating \$21 MM. Captured leads and managed via landing page A/B split-testing, social media posts, videos, and emotion-based storytelling. Managed mass media news stories & press releases to creatively elevate brand exposure. Built & maintained client relations.

### Recovery Home Care/Aloha Home Care, FL — *Field Sales Rep*

JANUARY 2011 - FEBRUARY 2012

Promote Medicare and Private-Duty home healthcare services to Seniors through referrals from physicians, skilled nursing facilities and hospitals.

### Metlife, FL — *Registered Financial Rep (FL Lic# E123206)*

JANUARY 2004 - JANUARY 2011

Top-ranked licensed insurance professional, utilized emotion-based sales techniques to protect customers offering insurance and investment products. Formed lead generation group: ConstantCareNetwork.com +B2B and B2C sales & marketing experience at Unilever & Citrix Systems

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## SKILLS

Campaign strategies for lead generation

Creative marketing, messaging & storytelling

Tracking, analyzing & reporting

Business Dev & Market research

Project management & communications

Creative promotional print and digital advertising

CRM & social media account management

Testimonial generation & reputation management

PR & Media relations

Critical thinking

## EDUCATION

Master's Degree in Business Administration - Nova Southeastern University - Fort Lauderdale, FL

Bachelor's Degree in Business Management - Human Resources - Florida Atlantic University - Boca Raton, FL

US Army War-Time Veteran - Unit Supply Specialist (MOS 76Y)

## LANGUAGES

Fluent in Spanish