

# America Gies

Seasoned Sales & Marketing Professional ready for a challenge.

## EMAIL

giesamerica@gmail.com

## PHONE

(210) 240-5262

## Skills

- B2B Marketing
- Digital Marketing
- Social Media Management
- Territory Sales
- Digital Marketing
- Adobe Photoshop
- Social Media Marketing
- WordPress
- Scheduling
- Graphic Design
- Design Specifications
- Copywriting
- SEO Copywriting
- Google Analytics
- Facebook Analytics
- Bilingual (Spanish/English)
- Editing
- Character Encodings In HTML
- Online Advertising
- Advertising Sales
- Digital Content

## Education

### B.S.

Advertising

University of Texas at Austin

## Certifications

### Digital Marketing

General Assembly

2020

## Work Experience

### Teacher

Great Hearts Academies

Jul 2019 – Present

San Antonio, TX

Teach 4th-grade at a classical public charter school in a hybrid setting. Half of my students are in-person and the other half are online. Class is held both asynchronously and synchronously throughout the day. Professional development courses outside class include reading historical pieces, classical books, and short stories while hosting seminars with colleagues in an effort to better understand the text. Attend ongoing educational opportunities and training.

### English Teacher

VIPKid

May 2019 – Present

Beijing, International

Teach elementary-age children English as a second language for the world's largest language exchange school based out of Beijing. All lessons are given virtually using a company "classroom" and pre-assigned teaching material. Classes are expected to be interactive, lively, and engaging. Classes are booked by parents via a profile app that offers a marketing video, credentials, and pictures of the teachers.

### Social Media Manager

French California

May 2018 – Aug 2019

San Antonio, TX

Managed content and scheduled social media accounts (Facebook and Instagram) for Interior Designer, Jay Jeffers, and Home Decor Designers, Elementi and Cooritalia, using the software, Later. Worked remotely. Analyzed and optimized social media content for effective and cohesive branding.

### Sales Coordinator

Alamo City Moms Blog

Jul 2015 – May 2017

San Antonio, TX

Grew monthly sales to \$10K+ for the city's top parenting blog, a local site of the National City Moms Blog Network. Negotiated digital, social media, and event sponsorship sales. Networked within the local community to create long-term relationships with influential organizations and family-oriented businesses. Wrote blog content, social media posts, and created multimedia campaigns to raise awareness, increase sales and enhance the reputation/business of our clients. Assisted in the creation of the Media Kit and packages that would fit the client's needs.

**Senior Account Executive**

Jun 2009 – Oct 2014

San Antonio Weddings magazine &amp; website

San Antonio, TX

Exceeded sales goals every magazine cycle and grew base by 48% in 4 years. Educated clients on wedding products and renewed yearly contracts. Directed the creative design for print and online advertising while frequently writing copy for online profiles, print ads and articles.

**Marketing Manger**

Jun 2007 – Jun 2009

Gies Family Dental

San Antonio, TX

Directed marketing efforts for private dental practice including direct mail, print ads, community outreach, social media, web optimization and overall patient experience.

**Account Executive**

Oct 2004 – Jun 2007

Bromley Communications

San Antonio, TX

Managed and executed national print, direct mail, broadcast and online marketing campaigns for general market and Hispanic-target accounts with minimal supervision. Included collateral pieces and branding items. Major accounts: San Antonio Convention & Visitors Bureau, Metro Health, and Nestle.

**English Professor**

Aug 2003 – Aug 2004

Colegio Oxford

Mexico City, International

Taught American and British Literature in English to high-school students at an all-girl Catholic preparatory. I often made my own curricula as English resources were in short supply and took professional development courses while learning Spanish.

**Project Manager**

Jun 1999 – May 2003

Interpublic Group

New York, NY

Handled the internal deadlines and schedule of projects within my accounts. I kept all departments and parties involved abreast of the status of projects and kept them moving through the pipeline to delivery. I started at Ammirati Puris Lintas and ended at Deutsch, Inc which all merged under the Interpublic Group. Major accounts included Bank of America, Dell Computers, Dunkin Hines, and Milk.