Agency Collateral:

My experience consists of working directly with senior leadership to identify key branding elements and content strategies for new business tactics.

As Sr. Marketing Coordinator, I submitted RFPs, created collateral, and produced event materials for all executive and senior team members.

For each new project, multiple versions were created for senior leadership and various presentation needs. Concept and final print requests were directed through me, and I became responsible for maintaining all collateral to ensure current content with results. High resolution and custom designs were created from scratch. These images were used as marketing tools by the new business team in all PowerPoint presentations.  
  
Case story production:

T3, a full-service advertising agency, is headquartered in Austin with offices in New York and San Francisco. The firm emphasized new business efforts and needed a solution to create strong content quickly.  
  
However, there was no structure in place to quantify campaign results for the business development team.  
  
In my role of assisting executive leadership's marketing efforts, I successfully developed and implemented an agency-wide procedure which would capture campaign results to provide critical information to leadership. To accomplish this, interviews were held with key project leads and department heads to ensure the new procedure would work for the entire agency.

Incubator hub:

Pixatronic Ventures is a start-up incubator focused on digital development. Their first project is Question Big, an online community where consumers can learn how to make informed mortgage decisions from verified real estate professionals. The Question Big platform is also a prototype for other verticals in the future.  
  
I directed the production of a pre-launch page to build up a consumer database. This required marketing plans and schedules which ensured deadlines were met and the development team was working efficiently. The beta site will launch in the upcoming months.  
  
Communication was crucial throughout this campaign. A clear content strategy was formulated in order to showcase product details in an engaging informational video. I participated in brainstorming sessions and project reviews, provided direction for animations, and wrote scripts with valuable content for the video releases.

Marketing calendar:

After over 25 years of relying on relationship building and strong client referrals, T3 decided the best course of action was to build an in-house marketing department to support their own new business initiatives and secure new clients.  
  
T3 hired Casey Gannon as (Link caseys LinkedIn?) Marketing Director, and I became her direct support. I created multiple marketing calendars where all content was centrally located to better monitor all projects and track initiatives.  
  
Beyond project management and tracking, my duties included working with the various agency departments to develop content for award submissions, event collateral, and any additional marketing needs.

Mobile Panel Series:

T3 recognized the market was trending towards mobile technology and with strong campaigns in their portfolio, they were able to host educational seminars.   
  
We reached out to top clients, prospects and media to form strategic partnerships in order to guarantee a successful guest turnout. We were able to engage top corporations as well as generate new project opportunities for the agency. With offices in Austin, New York and San Francisco, T3 hosted a seminar for each location in order to include every client and prospect.  
  
As lead event planner, I coordinated all logistics and communications for each location. To garner attention, continuous newsletters and promotions went into the event series. Marketing collateral and events were then repurposed for smart budget decisions and available employee resources.

Nonprofit:

The Rotary Lombardi Award included a series of promotional events leading up to a final award show held at Houston’s Reliant Stadium. Houston’s Rotary Club hired e-Events Group to coordinate all event logistics.  
  
As a lead event planner for the occasion, I was responsible for coordinating details in partnership with The Rotary Club of Houston. This consisted of frequent status meetings, checkpoint deadlines, and the flexibility to work with a diverse group of business professionals. I was responsible for gathering all sponsor information and organizing their advertisement submissions for the event pamphlet.   
  
Event proceeds were donated to the American Cancer Society, MD Anderson Children’s Cancer Center, and Texas Children’s Cancer Center.

Product Launches & Releases”:

Known in Houston as Buff Brew, Buffalo Bayou has become a major player in the local beer scene. Established in 2011, they have released over 50 different original draught blends and packaged more than 20 of them!  
  
Buffalo Bayou Brewing Company believes in combining classical brewing techniques with local Houston flavors. Strategic partnerships with Houston’s best restaurants were formed to create outstanding limited release batches of some of the best brews to ever come out of the city. My role was to generate awareness and build anticipation throughout each product development phase.   
  
To further engage the Houston community, year-round events were held at the brewery to showcase the latest special blends and limited batches of creative combinations that ensured a sold out event every time. As Marketing Manager, I coordinated all event logistics, marketing collateral, and sales materials.

Project Tracking:

Pitch proposals and senior leadership depended on fresh and relevant information to decide the company’s future direction. I created original project tracking documents which displayed a matrix of categorized content and creative asset materials in a concise and meaningful way. These documents allowed senior leadership to make pitch decisions with confidence.   
  
All rolling campaigns were logged for marketing initiatives and client presentations. Weekly status meetings were held with every account lead to track new project work, current capabilities used, and rising areas of expertise. Using this information, heat maps were created and linked directly to the server to provide easy access for all public agency campaign materials.  
  
I would also routinely prepare case stories for senior leadership to repurpose. This data provided the executive board with key metrics to support their new business efforts and generate in-demand content as needed.

Sales Tools:

Business development is a need for every company. Aligning new business initiatives alongside marketing efforts will increase the chances for success, as well as help contribute to company branding and goals.  
  
I oversaw creation of effective and visually appealing marketing materials to give sales representatives the proper tools to communicate a strong message. People have countless interactions every day and with all of the noise from other competitors and solicitation from different industries, it has become increasingly difficult to get the attention of large companies. To stand out, signage had to be unique and informational.  
  
With constant requests and continuous product releases, sales tools had to be designed and printed with an execution strategy in mind. By always considering the marketing budget and urgent deadlines, sales materials were created to serve multiple purposes and used across various advertising channels.  
  
SXSW:

T3 was selected by 7-Eleven to build a location-based mobile application. The quality of work facilitated a strong relationship which led to the production of two SXSW events highlighting the convenience of mobile technology. Co-hosted with 7-Eleven, T3 held the official 2013 SXSW Hackathon at their Austin headquarters.  
  
As Senior Marketing Coordinator, I organized all moving parts with the 7-Eleven account representatives and produced all event materials with the help of T3’s creative department.  
  
To celebrate the winners of the hackathon, T3 hosted a celebration networking event for their current clients, top prospects, and featured press. Both events were featured in all official SXSW promotions and select media outlets

Themed Parties:

To promote seasonal releases, limited batches of special beer blends were featured at large-scale events for Houston locals to sample. As Marketing Manager, I spearheaded these parties from concept to final execution. Eventbrite pages were utilized to sell early bird and reserved tickets. My role consisted of creating all content, promotions, and event signage.  
  
Each party featured over 25 different recipes and custom glassware was provided with a ticket purchase! Rotating so many beers through a limited number of taps required constant attention. Consistent coordination to maintain the liquid flow and manage the brewery staff throughout the event was crucial.  
  
At max capacity with 350 attendees, each event was a success. Enough revenue was generated to cover all costs and turn a profit while simultaneously increasing brand presence. These events were not only beneficial from a marketing standpoint, they were a blast and played a large role in keeping employee morale high!

Vendor Management:

Throughout my career, I’ve managed various vendor relationships for marketing initiatives. Directly supporting senior level executives and effectively communicating their company goals to each vendor is a strength of mine.

I recognize the importance of maintaining structured communication lines, setting goal expectations, and being aware of budget constraints. From local independent businesses to large corporations with procurement procedures, I’ve worked with all sorts of companies to create profitable results.

As Marketing Manager, I am often considered the face of the company. To be able to make informed decisions on behalf of the business requires involvement in all moving parts of a campaign. When working with vendors, I establish a trusting professional relationship while being clear about pertinent expectations throughout the process. Maintaining communication with vendors and strategic partners is the first step to building trust and a long-term contract.