

EXPERIENCE

Senior Marketing Manager, Trovata, San Diego, CA

Nov 2019 - Present

In this role, I oversee the marketing team as we build integrated marketing funnels to drive B2B leads in conjunction with sales efforts.

Marketing and Strategic Partnerships Manager, ClinCapture, San Diego, CA

May 2018-Oct 2019

In this role, I oversee the marketing team as we strive to build integrated marketing funnels to drive inbound B2B leads in conjunction with sales efforts.

- Oversee overall marketing efforts, ABM efforts, and manage team members to meet annual goals/KPIs
- Create/execute integrated marketing campaigns surrounding product releases
- Manage day-to-day demand/lead generation efforts (digital - PPC, social media, whitepapers, webinars, SEO strategies, nurturing/drip campaigns)
- Manage press relations, product releases, trade show/event management, magazine publication
- Manage partnership program (marketing relationships with corporate & nonprofit partners)

Marketing and Individual Giving Manager, GOOD+ Foundation, New York, NY

Jan 2017-Apr 2018

In this role, I manage the marketing and individual giving for GOOD+ Foundation. I develop and coordinate fundraising campaigns and execute strategies for donor retention and cultivation. **In 2017, I surpassed my financial goal by 150%.**

- Create and execute marketing/fundraising campaigns to meet yearly financial goals
- Collaborate with corporate partners to form co-marketing campaigns and donation recognition
- Manage our donation database, act as the main point of contact for financial donations and issue tax letters
- Create and execute strategies for donor retention and cultivation
- Manage newsletter (Mailchimp), email marketing, website, AdWords (Google Grant), marketing asset creation (Adobe Creative Suite), and fundraising platforms (Classy)
- Oversee event attendees and donors (initial outreach, coordinating invite, composing list, issuing tax letters, main point of contact)
- Supervise development team interns and provide them with projects and guidance

Social Media and Community Outreach Coordinator, Beyond Gravity Media, Moorpark, CA

Sep 2015-Jan 2017

In this role, I help create and execute community outreach and social media efforts to raise brands awareness and increase sales.

- Create and implement marketing plan & campaigns
- Social media management, blogging, newsletter/e-marketing, and media opportunity outreach
- Community outreach through local networking events and relationship building

Freelancing:

Jun 2014-Present

Personally recruited and managed a portfolio of B2B + B2C Start-up and Small Business clients, providing them with digital marketing services, including lead gen strategies, PPC, affiliate programs, SEO/SEM, email marketing, graphic design, social media, and community outreach. I have also been outsourced by bigger marketing agencies. Client list upon request.

Clients Areas: Health Tech (2), Social Tech (1) Financial (1), Legal (1), Politician (1), Author (3), Real Estate (2)

EDUCATION

- **M.B.A. - Marketing**, California Lutheran University, Thousand Oaks, CA
- **Bachelor of Arts**, California Lutheran University, Thousand Oaks, CA
 - Major:** Communication **Minor:** Multimedia
- **5+ Certifications** – List Upon Request
- **Coding Certification**, UCSD Extension, San Diego, CA

SKILLS

- Marketing plan/campaign creation and execution; develop and execute campaigns for a wide variety of sectors, including ABM knowledge
- Coding Skills (currently learning): HTML5, CSS3, JavaScript, Java, jQuery, Bootstrap, Express.js, React.js, Node.js, Database Theory, Bookshelf.js, MongoDB, MySQL, Command Line, and Git.
- Software Knowledge: Google Analytics + Ads, Bing Ads, LinkedIn, Wordstream, Hubspot, Salesforce, Wordpress + CMS,

HTML Basic, Hootsuite, Mailchimp, Adobe Creative Cloud, Conversation Marketing (Drift)

- Skills: Digital (Paid + Organic) – Building Digital Funnels, Google Ads, Bings Ads, Facebook Ads, Instagram Ads, LinkedIn Ads, Influencer Affiliate Programs, Graphic Design, SEO-Friendly Blogs, Writing, Video Production + Photography, Business Plan Formation, Conversation Marketing
- KPIS Tracker and Database Management – Creative and Management
- Event Management and Execution, Press Release, and Press Management
- Attention to detail; fluent in Spanish