

Professional Experience

Business Owner

Lopez Marketing Inc.. Austin, TX | September 2017 - Present

- Manage, own, and operate a marketing consulting company generating over J650K in gross annual revenue, which includes defining the business model and delivering marketing services to enhance social media and brand messaging for customers
- Hire, develop, and manage a team of marketing professionals, graphic designers, and social media specialists to grow brand awareness for new products and start-ups
- Interface with C-level executives and client stakeholders to assess marketing needs, define brand messaging, and ensure alignment of services with business objectives
- Lead social media and email marketing campaigns to drive new business development, resulting in a 30% increase In sales from 2018 to 2019

Marketing Consultant

Self-employed, Austin, TX | May 2016 - September 2017

- ♦ Served as a freelance marketing consultant for small and medium-sized business clients, which included evaluating marketing and social media presence and developing strategies to improve brand exposure and marketing performance
- ♦ Provided consultative services for the build out of company websites, which included creating content for product pages and defining the visual design of the site

Education

Bachelor of Arts (B-A.) Marketing

Texas A&M University, College Station, TX | September 2012 - May 2016

Maria
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An entrepreneur and business owner with five years of experience specializing in business development, marketing strategy, client relations, and strategic planning. A proven track record of building successful businesses from the ground up and defining growth strategies. Adept at identifying opportunities to enhance market penetration and brand recognition.

Key Skills

- Business Management
- Marketing Strategy
- Social Media Marketing
- Team Management
- Business Modeling
- Growth Marketing