

JULIO C GUTIERREZ

B R A N D S P E C I A L I S T



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EDUCATION

MASTER OF BUSINESS ADMINISTRATION /ENTREPRENEURSHIP

*Saint Mary's College of California,
Moraga, CA
2013 - 2015*

BACHELOR OF ARTS /ARCHITECTURE

*University of California, Berkeley,
Berkeley, CA
2009 - 2011*

PROFESSIONAL TRAINING

DIGITAL MARKETING

*General Assembly, Remote
2021*

KEY SKILLS

Project Management, Basecamp

Budgeting and Planning

Communication

Organization

Time Management

Relationship Management

Microsoft Office Suite

Google Suite

Adobe Creative Suite

Slack, Zoom

Wordpress, Squarespace

Hootsuite

EXPERIENCE

BRAND SPECIALIST

WRNS Studio / San Francisco, CA / July 2019 – Present

Collaborate with executives, internal technical and design teams, and external consultants to plan and execute marketing campaigns consistent with the company's messaging and representative of the brand identity.

- Research market trends to identify opportunities to pursue, establish metrics and KPIs for campaigns, and conduct post campaign analysis with team to improve win rate.
- Maintain promotional assets, build company project database through data collection, and lead photography coordination of completed work product.
- Oversee distribution list, 10,000+ email subscriptions, of current and potential clients, consultants, and contractors for email marketing via Mailchimp, review content for emails and our social media channels including Facebook, Twitter, and Instagram using Hootsuite to schedule posts and analyze engagement.
- Communicate with technical teams, understand needs, and organize resources for clear and efficient execution.
- Produce materials for B2B marketing for teaming with clients, consultants, contractors, and developers.
- Manage the firm's Wordpress website, build the firm's foundation Squarespace website, update websites with the latest content, and work with vendor to enhance user experience and improve SEO.

PROJECT MANAGER

Ware Malcomb / San Francisco, CA / May 2018 – July 2019

Oversaw internal teams and interfaced with clients and consultants. Responsibilities included coordination with designers, architects, engineers, vendors, and contractors to organize and execute a design plan that satisfied the client's needs.

- Responsible for creating and strengthening relationships with clients, sourcing consultants, and developing relationships with local vendors.
- Established metrics and KPIs to measure success of each design package to break down and review with internal team in order to improve our efforts.
- Collaborated with and oversaw design and production teams using Basecamp to ensure the team was organized, track progress, and provide status updates.
- Developed budgets for our efforts, ranging from \$1,000 to \$100,000+, and managed the team to be within budget.
- Managed multiple projects of various scales at a time from beginning to project completion.
- Provided training and mentorship to junior staff.

JOB CAPTAIN

Huntsman Architectural Group / San Francisco, CA / July 2011 – May 2018

As Job Captain, ensured the completeness and quality of the design package. Coordinated with all external and internal partners so that the design team's strategy was clearly communicated in order to be executed effectively. Responsible for production of quality content for each design set and plans. Analyzed data trends from previous project efforts to improve successive projects and help determine our tactics. Supported the Project Manager in keeping the project team well informed and confirmed all necessary information was communicated in the design materials.