



465 45th St, Apt#1
New York, NY 11220

Tel: (508) 991-1212
Email: ler6746@gmail.com

Website: luzramirez.com
Linked In: LuzERamirez

EDUCATION

Rochester Institute of Technology
Major: Marketing/Advertising

2006-2010
Minor: Creative Writing

PROGRAMS & SKILLS

- Event and Tradeshow Coordination
- Fundraising and Donor Stewardship
- Online Marketing
- Lead Generation
- Social Media Marketing
- Blackbaud Raiser's Edge
- Adobe Creative Suite
- Microsoft Office Suite
- Eloqua
- Salesforce.com

EXPERIENCE

Events and Marketing Coordinator
M5 Networks, New York, New York

March 2011 – Feb 2012

- *Researched, planned and coordinated all aspects of the attendance for 30 annual tradeshows. Coordinated details such as booth logistics, giveaways, shipping, creation of collateral and lead generation.*
- *Created and maintained a yearly budget for all Marketing events and reduced costs by 30%. Tracked Marketing, Sales and Partner expenses.*
- *Aided in planning company-wide birthday parties for all employees and select clients. Managed a 5000+ invite list through Eloqua.*
- *Coordinated an international President's club trip for 40+ managers and top sales people. Booked venue, flights and multiple meetings for the four day trip.*
- *Planned 20 large multi-day interdepartmental meetings including venue contracts and after-meeting dinner parties.*

Special Events Manager

April 2008 – May 2010

College Activities Board, Rochester Institute of Technology

Developed, implemented and coordinated weekly events and major concerts on the RIT campus with attendance ranging from 50 to 4,000 students.

Development Assistant

Jan 2010 – May 2010

E. Philip Saunders College of Business, Rochester Institute of Technology
Used Raiser's Edge to organize events, gift acquisitions, donor stewardship and annual gift giving.

Dividends Magazine Editorial Manager

Sept 2009 – Feb 2010

E. Philip Saunders College of Business, Rochester Institute of Technology
Conceptualized, created articles and designed the 24 page alumni magazine, Dividends which was distributed to 15,000 business alumni.

Technical Support Representative

Nov 2010 – June 2011

M5 Networks, Rochester, New York

Troubleshoot IP phone, network and hardware issues for all corporate clients.