



MARISSA GONZALEZ

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Websites, Portfolios, Profiles	<ul style="list-style-type: none">• www.marissafgonzalez.com• www.linkedin.com/in/marissafgonzalez
Experience	<div><div>Social Media Lead</div><div>01/2022 - Current</div><div>Unation Houston, TX</div><ul style="list-style-type: none">• Responsible for the @stufftodoinhouston brand across all social channels (Instagram, TikTok, Facebook, Facebook Group, Pinterest and Twitter)• Direct social media and digital marketing strategy and initiatives to promote a cohesive brand• Develop social media planning, strategy, & goal setting for all social platforms• Lead and manage paid social media campaigns across Facebook and Instagram with a budget of \$10K+/month• Analyze data weekly using Loomly in order to continue to push growth and successfully implement strategies</div> <div><div>Instagram + TikTok Lead</div><div>03/2021 - 12/2021</div><div>UNATION Houston, TX</div><ul style="list-style-type: none">• Managed the @stufftodoinhouston Instagram and TikTok platforms by generating engaging content daily and being a resource to the Houston community• Grew the @stufftodoinhouston Instagram account 30K+ followers in 8 months while maintaining 19M+ impressions and 9M+ reach• Developed research and measurement approaches for evaluating the success of content published on Instagram and TikTok and consumed by UNATION website and app users• Implemented a series on Instagram that turned into the leading sales driver for the Houston team• Created ads for Instagram while keeping track with budgets as it pertains to advertising strategies</div> <div><div>Social Media Manager Freelancer</div><div>07/2019 - 03/2021</div><div>Connect3 Marketing Houston, TX</div><ul style="list-style-type: none">• Developed and implemented organic and paid social media marketing campaigns for a total of 5 bilingual clients in different industries• Assisted account manager and copywriter in the rebranding process of automotive client, Shabana Motors• Increased Shabana Motors' published social media posts by 190%, interactions by 213.63%, impressions by 207.72% and sessions by 534.54% in 3 months• Oversaw freelance team in graphic design, videography and social media projects</div> <div><div>Marketing Manager Freelancer</div><div>03/2020 - 03/2021</div><div>TCG + Interiors Houston, TX</div><ul style="list-style-type: none">• Spearheaded The Curtain Gallery rebranding strategy to TCG + Interiors to appropriately reflect its expanding products and services to the greater Houston area• Conceptualized and designed marketing branding materials such as, logo, color palette, business cards, mailers etc.• Created, launched and optimized new website (www.tcgandinteriors.com) to allow for direct customer insight discovery, target segmentation, and improved information accessibility• Promoted brand awareness through the development of an attractive social media content strategy and increased FB published posts by 156% and IG published posts by 560% in 6 months</div>
Education	<div>University of Houston</div> <div>Bachelor of Arts: Public Relations</div> <div>2018</div> <div>Jack J. Valenti School of Communication, University of Houston Houston, TX</div>
Rewards & Recognition	<ul style="list-style-type: none">• University of Houston Dept. of Campus Recreation Marketing Employee of the year, 2018
Languages	<ul style="list-style-type: none">• Spanish• English
Technology Skills	<div><ul style="list-style-type: none">• Google Analytics• Hubspot• Sprout Social• GoDaddy• Squarespace</div> <div><ul style="list-style-type: none">• Wix• Mailchimp• Photoshop• Canva• Loomly</div>