

REBECCA U. MARUT

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EXPERIENCE

MARKETING AND EVENTS DIRECTOR

MOONBIRD EVENT DESIGNS: NOV 2018 - PRESENT

- ❖ Create marketing and social media plan and manage implementation
- ❖ Oversee development of budgets and profitability for all events
- ❖ Manage client expectations and schedule event production details
- ❖ Write, edit, and proofread all outgoing client interactions, and collateral/marketing materials
- ❖ Event design, styling, and implementation; working closely with various venues and hotels
- ❖ Head of vendor relationships and new business development

ACCOUNT DIRECTOR

INTERLEX: SAN ANTONIO, TX 2013 - 2018

ACCOUNT SUPERVISOR 2011-2013: ACCOUNT EXECUTIVE 2008 - 2011

(TRACFONE WIRELESS, UNITEDHEALTHCARE, SAN ANTONIO RIVER AUTHORITY, LATINA BELLA BEAUTY)

- ❖ SafeLink (Tracfone) AOR since brand's inception in 2008 as account lead; brand grew to over 20 million subscribers
- ❖ Developed SafeLink brand guidelines across all channel marketing partners and retailers
- ❖ Managed SafeLink brand research both consumer insight testing in specific markets and creative ad testing, in addition to quantitative and qualitative research for all accounts
- ❖ Campaign development and implementation for all accounts; including print, broadcast, digital, and social media
- ❖ Managed production process for all accounts from start to finish including trafficking to stations
- ❖ Team mentoring, oversee a team of 3 Account Executives; building and maintaining strong internal and client relationships
- ❖ Managed UnitedHealthcare national events including vendor contracts, scheduling coordination, partnership development, attendance strategies, and supervised on-site production team
- ❖ Budget management and forecasting for all accounts; experience in RFP response

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ACCOUNT EXECUTIVE

GLOBALHUE: NEW YORK, NY 2005 - 2008

(*VERIZON WIRELESS*)

- ❖ Managed retail campaigns including in-store from concept to executions
- ❖ Day-to-day contact for mid-level brand clients
- ❖ Coordinated presentations and meetings between client and agency
- ❖ Built and maintained relationships with clients and General Market Agency

PROJECT MANAGER

DIESTE, HARMEL & PARTNERS: DALLAS, TX 2003 - 2005

(*PEPSI CO, PFIZER, 7-11*)

- ❖ Managed production project workflow between account management, media, creative, broadcast, print and finance
- ❖ Responsible for communication between departments and ensured that timelines were met
- ❖ Developed broadcast and print estimates for each account

EDUCATION

SOUTHERN METHODIST UNIVERSITY; ADVERTISING, BA - 2003

SKILLS

- ❖ Fluent in Spanish
- ❖ Experience with website and social media platforms; increasing followers and engagements
- ❖ Experience in Multicultural Events and Marketing: General Market, African American, Hispanic American, and Asian American
- ❖ Writer for NSIDE Magazine 2009-2011
- ❖ Excellent written and verbal skills
- ❖ Proficient in Microsoft Word, PowerPoint, Keynote, and Excel