

MARKETING | DIGITAL & SOCIAL MEDIA | PROJECT MANAGER | BRAND MARKETING

Marketing and Project professional with 8+ years of experience in building project strategies to support specific objectives across different channels and segments. Proficient in areas of traditional and digital media, promotions, event planning, campaign coordination, and social media derived from extensive experience in the ever-evolving market. Demonstrated history of producing high-quality project results and possess an innate talent for quickly mastering technology and new concepts. Exemplary problem-solving skills; able to identify problems and implement corrective processes. Skillful in prioritizing and completing a task in a timely manner, yet flexible enough to multitask when necessary; and delegate projects when desired. Possess extensive knowledge of various social media platforms and marketing trends supported by a Bachelor's Degree in Marketing. Bilingual in Spanish and English.

- Content Creation
- Social Media Management
- Client | Public Relations
- Written | Verbal Communication
- Event | Campaign Management
- Statistical Analysis
- Organizational Skills
- Budget Development
- Project Manager

KEY HIGHLIGHTS

- **Highly Skilled:** Proven track record for leading multi-dimensional teams in high pressure, high tempo environments producing on schedule and within required deliverables. Ability to handle multiple tasks, solve problems, and maintain a positive attitude. Skilled at applying out of the box thinking to create captivating content to capture customers.
- **Strengths:** Leadership, management, oral and written communication, and interpersonal skills. Thrive in both independent and collaborative work environments. Skilled at developing and cultivating key relationships and establishing effective collaborations.
- **Motivated Learner:** Demonstrated ability to assimilate to new ideas, concepts, methods, and technologies. Dedicated and innovated team builder with a superior work ethic.

PROFESSIONAL EXPERIENCE

Maggie McFly's – Manchester Connecticut Marketing & Social Media Coordinator / Bar Manager

2016 – 2018

Developed the Social and Marketing strategies for this location in line with the overall companies objectives. Interviewed candidates to evaluate skills, education, training, and provided support for professional development. Developed, and implemented, and managed campaigns that promoted its products, and services; which played a crucial role in enhancing our brand.

- Identified and developed contacts to aid in promotional campaigns with vendors and distributors.
- Created a communication plan to ensure accurate and timely responses from management to staff to ensure all projects launch on time and meet customers expectations.
- Responsible for ordering alcohol, handling deliveries, and maintaining the conditions of the beer and wine. Monitored inventory of beverages to ensure adequate stock was maintained. Prevented excess pours or abuse by staff.
- Reviewed sales and beverage costs and reconciled any discrepancies in accounting while reducing costs by 15%. Implemented measured pours which decreased liquor cost over 30% in the first three months.

Plaza Azteca – Manchester Connecticut Social Media Coordinator / Bar Manager

2012 – 2016

Responsible for managing all social media campaigns along with day-to-day activities. Ensured that state regulations regarding cleanliness were met. Identified, recruited, interviewed, and trained 80% of the staff. Managed the business aspects of the bar, negotiated prices and contracts with vendors.

- Coordinated proposed projects and promotional events and provided consistent communication during the planning and execution of the projects.
- Reported supply and equipment shortages to the appropriate personnel along with managed inventory of alcoholic beverages.

Social Media Coordinator / Bar Manager (Continued)

- Created effective schedules and quickly resolved conflicts to ensure we were well staffed during peak hours; which kept low turnover with employees.

Frontera Imports

2012

Account Executive & Manager

Established a key link between the client and the company; and assisted the customer in making decisions on our Consumer-Packaged Goods (CPG). Established a key role in the companies reorganization; including the implementation of new technology to improve quality control, streamlined the administrative and operating systems, resulting in revitalizing sales.

- Consulted customer to solve problems through analytical thinking, asking effective questions and innovative thinking.
- Exceeded sales goals, expectations for quotas; and managed to renew and renegotiate terms with existing clients.
- Addressed any necessary issues with potential clients; presented clients with ideas, information in meetings for their review and ensured all process timelines are up-to-date and met.
- Developed insightful proposals and delivery strategies; along with resolving sales and delivery issues.

IMG

2011 – 2012

Marketing Coordinator

Developed and implemented marketing and advertising campaigns aimed to maximize profits. Designed sales strategies that matched customer requirements by promoting our products and services. Conceived of daily and weekly incentives for associates to increase sales of NFL Season Pass, which resulted with increased sales of 20% from previous years.

- Served as the customer service representative trainer to assist associates to interact with customers to handle question about products, and services to meet weekly and monthly sales goals.
- Focused on understanding the requirements and gaining the trust and respect of customers by providing new perspectives.
- Supported management and sales staff by providing data, market trends, forecast and new product information.
- Created and contributed to social media accounts for our clients; developed social media strategies with client feedback.

iHeartMedia

2006 – 2011

Marketing & Promotions Director / Executive Producer

Liaison between department directors or staff to discuss budgets, contracts, and marketing plans. Planned advertising policies, programs, and campaigns; managed promotional activities at a departmental level which were aimed at increasing the audiences Time Spent Listening (TSL).

- Planned advertising campaigns, determined length and timing of promotions. Marketed promotions to various businesses/clients; selected agencies to partner with.
- Worked with account executives to come up with ad campaigns for prospective clients; presented campaigns during sales pitch meetings, approved changes to budgets as needed to fill client's needs.
- Complete marketing operational requirements by scheduling and assigning employees; following up on work results; maintain staff by recruiting, selecting and training employees.
- Set up tracking systems for online marketing activities. Identified and analyze competitors and prepared reports by analyzing sales data.
- Develop strategies to generate excitement around the company and drive traffic. Oversee and ensure the successful deployment of marketing campaigns.

EDUCATION | CERTIFICATIONS

Bachelors of Science in Marketing | Clayton State University | Morrow, GA

Certificate - Broadcasting, Video Production, and Editing | Atlanta Broadcast Institute | Norcross, GA

TECHNICAL SKILLS

Software: Microsoft Office Suite, Access, Excel, OneNote, Outlook, PowerPoint, Word, PhotoShop

Operating Systems: Mac / Microsoft Windows