





TEODORA PADILO

Junior Project Marketing Manager

CONTACT

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Concord, CA 
[LinkedIn](#) 

EDUCATION

Bachelor of Arts
Marketing
UC Berkeley
2016 - 2020

SKILLS

Marketo; Salesforce; Google
Ads; Bing Ads; Facebook Pixel;
Verbal and Written
Communication

CERTIFICATIONS

PCDM (Professional Certificate
in Digital Marketing)

WORK EXPERIENCE

Assistant Project Marketing Account Manager CBRE

April 2020 - current / San Francisco, CA

- Managed 60%+ projects assigned to the internal and external marketing departments
- Collaborated with 4 senior project managers and art directors to ensure the efficient and effective delivery of initiatives and outcomes
- Supported the management of marketing projects across 6+ departments and brands
- Strategized with 3 marketing operations and communications teams to maintain project timelines based on priorities and deadlines
- Collaborated with 2 creative and writing teams to assist in efficient communication and organization of daily tasks
- Implemented and communicated 30+ project updates to stakeholders and directors
- Led tracking and managing analytics for project reporting on 8+ project types
- Monitored standard operating procedures and processes defined by senior project managers

Project Marketing Intern

Workiva

January 2019 - April 2020 / Berkeley, CA

- Implemented details, executed projects, and worked with 4 other teams
- Analyzed success metrics and 200+ reports, recommending areas for improvement
- Assisted in managing 20+ marketing projects, programs, and events and ensured completion under tight deadlines
- Tracked and analyzed 100+ marketing projects and presented data to stakeholders and senior marketing directors
- Wrote and edited 50+ marketing materials, including brochures, blogs, and white papers
- Forecasted project revenue recognition against anticipated completion dates