



PROFESSIONAL SUMMARY

Vision-driven change agent with exemplary record of marketing management success for leading organizations

Proven talent for aligning business strategy and objectives with established marketing managerial paradigms to achieve maximum operational impacts with minimum resource expenditures. Growth-focused thought leader with expertise spanning numerous facets of marketing excellence, including advertising campaigns and collateral, product coordination, digital marketing initiatives and social media administration, video production, community outreach, events management, and strategic planning. Exceptionally dedicated professional with keen interpersonal, communication, and organizational skills for the diverse modern marketplace.

CAREER SKILLS AND QUALIFICATIONS

- Resolve problems and craft solutions while consistently delivering results in a timely, effective manner
- Able to adapt to a variety of creative and professional situations and environments
- Experience in creating effective product communication strategies
- Extensive administration of effective advertising campaigns
- Background in managing various social media platforms
- Advanced knowledge of marketing and communications best practices
- Creative communicator and thinker with keen attention to detail
- Foster and maintain strong interpersonal relationships
- Demonstrate and uphold professionalism and respect within the workplace

PROFESSIONAL EXPERIENCE

ONE WITH HEART MARTIAL ARTS, PORTLAND, OR, JANUARY, 2015 – JANUARY, 2020

MARKETING MANAGER

- Enacted community outreach and the effective management of digital marketing via Squarespace website
- Spearheaded production of digital and email marketing content on social media outlets, including Facebook, Twitter, Instagram, YouTube and MailChimp
- Supervised the execution of creative advertising collateral for radio, print, and digital advertising purposes
- Conceptualized creative concepts for promotional sales materials and merchandise products
- Fulfilled management in association with an array of Google Ads campaigns
- Coordinated and oversaw events, including logistics, promotional materials, and digital and print marketing efforts
- Carried out video production duties such as videography, editing, and storyboarding
- Contributed to efforts that facilitated company rebranding
- Championed inbound marketing strategies that promoted brand awareness and engaged more buyers
- Conceived strategic planning that delivered profit, and boosted revenue in multiple departments, ranging from 15% to 500% in three years

OLD SOUL FURNITURE, PORTLAND, OR, APRIL, 2017 – FEBRUARY, 2019

MARKETING SPECIALIST

- Originated and conducted digital marketing on social media outlets, including Facebook and Instagram
- Organized a variety of products to sell on the interior design website, Houzz
- Charged with the preparation of direct mail advertising efforts

LAW OFFICE OF MARISA C. NELSON, MENLO PARK, CA, JUNE, 2017 – JUNE, 2018

MARKETING SPECIALIST

- Crafted and organized digital marketing schemes for social media outlets, including Facebook, Instagram, and Yelp
- Tasked with maintaining Google Ads campaigns
- Directed email marketing campaigns via MailChimp

THE MIDWIVES, PETALUMA, CA, APRIL, 2016 – NOVEMBER, 2016

MARKETING SPECIALIST

- Initiated and orchestrated digital marketing on social media outlets, including Facebook, Instagram, Google My Business, and Yelp
- Progressed and controlled campaigns based in Google Ads
- Revitalized company website to make it SEO-compatible

Additional Working History:

I also worked in the film industry from 2011-2012 in Portland, OR. I worked as a Sound Utility/Boom Operator on projects such as *Grimm*, *Portlandia*, *Leverage*, *The Librarians*, and Lakeshore Entertainment's *Gone*. Furthermore, I worked as an independent filmmaker in the Bay Area from 2009 – 2011, contributing to projects for companies like Medtronic.

EDUCATION AND CREDENTIALS

BACHELOR OF ARTS (BA) IN CINEMA PRODUCTION, 2007; *San Francisco State University, San Francisco, CA; Graduated Cum Laude*

ASSOCIATE OF ARTS (AA) IN LIBERAL ARTS, 2004; *Santa Rosa Junior College, Santa Rosa, CA*

CERTIFICATIONS: *Google Ads certification, 2017*

VOLUNTEERISM

- Raised \$2500+ for the Wounded Warrior Foundation and Athletes for a Cure; participated in a global workout for those events.

REFERENCES

- **Tim Crane** – Manager at One With Heart, Portland, OR, tim@onewithheart.com, 503.231.1999
- **Glenn Micallef** – Sound Mixer – Portland, OR, glennmic@gmail.com, 503.329.3377

ADDITIONAL INFORMATION

Technical Proficiencies: Microsoft Office, Squarespace, WordPress, MailChimp, Google Ads, Hootsuite, Mindbody, Basecamp, SlickText and social media marketing; also basic knowledge and understanding of Adobe Creative Suite, Final Cut Pro and Adobe Premiere

Interests: Traveling, board games, cooking and baking, literature, watching and critiquing movies, wine tasting, musicals, CrossFit (level 2 and kids certified coach and have been doing CrossFit for over 12 years).