

10+ years of versatile experience including direct management of small teams. Demonstrated leadership ability to influence stakeholders and impact the business beyond expected role responsibilities.

Skills and Software

Constant Contact	Google Analytics	SEM & SEO	Social Media Strategy
MailChimp	Google Adwords	Pay-per-click	Campaign Development
HubSpot	Hootsuite	HTML Knowledge	Budgeting & Forecasting
Automation	GTD (Getting Things Done)	Lead Nurturing	And much more.

Recent Professional Experience

PersonalCare - Management company of luxury primary care medical practices Irvine, CA
Marketing Manager June 2013 - 2016

Introduced lead nurturing email strategies which increased client throughput by 222%.

Conducted market research/analysis via focus groups and surveys, prompted brand identity change.

Influenced stakeholders based on market research analysis to shift marketing positioning.

Led all aspects of rebranding efforts including messaging and design across digital and traditional platforms.

Drove development and deployment of Sage 300 CRM facilitating transparency between sales and marketing.

Defined marketing and sales KPI's then implemented into Sage CRM dashboards for automated reporting.

Wrappled - E-commerce retailer of successfully crowdfunded consumer products Anaheim, CA
Marketing Coordinator June 2011 - July 2013

Managed relationship with creative & design agencies ensuring vision, quality and budget alignments

Developed inbound marketing content strategies focused on solving small everyday problems.

Managed SEM and display advertising efforts including oversight of agency support.

Implemented best practices for marketing email automation and social media marketing strategies.

Created assets ranging from email templates, gifs, photo, video and traditional collateral.

Performed complete relaunch of SEO and mobile friendly website resulting in increased traffic of over 250%.

Hidden Villa Ranch - Food and egg distributor Fullerton, CA
Assistant Transportation Manager March 2007 - June 2011

Coordinated 100+ truckloads of product per week to transport across the nation.

Negotiated and bought freight valued at \$1.2MM monthly and nurtured relationships with carriers.

Booked freight under pressure with strict deadlines on a weekly basis to ensure timely delivery.

Developed practices to increase accuracy of records resulting in increased efficiency of department.

Established a variety of new revenue and inventory reports for sales and general managers.

Education

California State Polytechnic University Pomona, CA
Bachelor of Science in Business Administration
Concentration on E-Business

Community & Interests

Habitat for Humanity
Miracles for Kids
Photography & Cinematography