
marketing & advertising professional profile

Creative, strong, thought leader who is strategic, innovative, and resourceful in leading Digital Marketing, Advertising, and Social Media efforts within an organization. Proven ability to drive sales gains and increase brand awareness. Highlights include:

- o **Guest Speaker** at the IFA 2016 FranTech Digital Marketing & Technology Conference.
- o **Increased job applications by 42%** utilizing digital advertising and social media strategies.
- o **Achieved page 1 Google rankings** for one employer through dynamic social media efforts.
- o **Tripled Hispanic customer sales/traffic** for national client's restaurants within the Miami DMA.
- o **Attracted over 1,000+ event attendees** based on a well-executed, innovative marketing plan.

skills

- | | | |
|--------------------------|---------------------------|------------------------|
| ▪ Marketing Strategy | ▪ Digital Advertising | ▪ Project Management |
| ▪ Advertising Campaigns | ▪ Media Planning / Buying | ▪ Strategic Planning |
| ▪ Social Media Marketing | ▪ Franchise Marketing | ▪ Market Research |
| ▪ Brand Building | ▪ Team Building/ Training | ▪ UX Design Management |

professional experience

MASSAGE HEIGHTS, San Antonio, TX [*Therapeutic Services Franchise*] 2016 to 2017
Digital Marketing Manager

Developed and executed the company's digital and social media marketing efforts.

Highlights:

- In-house digital / social media marketing expert; responsible for the driving the company's digital and social media marketing best practices and standards.
- Key liaison for digital agency of record, Giles-Parscale, and all digital vendors.
- Responsible for the concept and implementation of digital projects and advertising campaigns on the company's website, social media networks, and email marketing campaigns.
- Marketing lead on the roll out of online booking and the company's first mobile app.
- Created location-based digital and social media marketing plans that generated awareness of store grand openings.
- Increased social media network followers by 58% and social referral traffic to website by 214%.

LABATT FOOD SERVICE, San Antonio, TX [*Regional Food Distributor*] 2013 to 2015
Digital Engagement Lead

Built and led internal team to improve the company's overall branding and marketing efforts.

Highlights:

- Responsible for all brand marketing efforts: oversaw the strategy, creative direction, and implementation of all brand marketing efforts.
- Launched company's social media presence and led the company's social media taskforce to develop engaging social media content and achieve social business objectives.
- Led and directed the Digital Engagement / Marketing team on all marketing projects for the company such as sales marketing requests, marketing campaigns, videos, promotional materials, and product photo shoots.
- Pioneered the development of company brand guidelines, presentation templates, and style guides to ensure the company's brand identity is upheld and adopted throughout the organization.
- Key liaison for digital agency of record, Genuine Interactive; managed the daily development and content creation of new company website, labattfood.com, which won the 2015 Gold Communicator Award of Excellence.
- In-house media planning & buying expert; developed digital and social ad campaigns that increased job applications by 42%.

professional experience (continued)

UNIVISION COMMUNICATIONS – KWEX-TV/KNIC-TV [Local TV Station Group] 2010 to 2012
Marketing & Research Director

Recruited to revamp the Marketing & Research department under the new management team.

Highlights:

- Guided the marketing, research, and strategic direction of Univision 41 / TeleFutura 17 by producing compelling, innovative sales presentations to persuade potential advertisers to include the stations as part of their overall marketing campaigns.
- Oversaw department of 2 staff members in developing all marketing, research, and periphery tools for the station's sales team in an effective and time efficient manner, which led to the station's stellar sales performance in 2012 – capturing 24% share of all TV expenditures in the market.
- Aided the News Director in identifying weaknesses within our local programming, which enabled the team to improve internal processes and led to the station garnering the #1 Late Newscast in San Antonio during the July and November 2012 sweep periods.
- Founded a social media taskforce to implement, monitor, and brand the TV stations' social media presence on Twitter and Facebook, which tripled in growth in one year and later adopted by several Univision O&Os throughout the US as a best practice.
- Designed marketing flyers, advertisements, brochures, and wrote press releases to further elevate the station's brand equity within the San Antonio community.

BROMLEY COMMUNICATIONS, LLC, San Antonio, TX [Hispanic Advertising Agency] 2003 to 2010
Media Supervisor

Provided national clients (Burger King, Western Union, and MillerCoors) with Hispanic media planning & buying counsel. Produced media plans with limited Hispanic budgets to increase brand awareness and maximize sales.

- Presented marketing plans at Burger King DMA meetings throughout the US to influence key decision-makers to invest in Hispanic local media.
- Key player on the Miami marketing plan, which acquired \$1.5 million in local franchisee funding, and voted "Most Impactful Plan" at the 2005 Burger King Global Convention.
- Worked closely with the Burger King Executive Marketing team and supervised the coordination and execution of all media added value opportunities.
- Consistently sought to improve processes and streamline workflow; developed planning guides and training manuals for team members and associates.

education

Bachelor of Science in Advertising, University of Texas at Austin, Austin, TX

Technical Summary:

- Proficient with PC, Mac and Microsoft Office (Word, Excel, Outlook, PowerPoint)
- Deep knowledge of social media includes Facebook, Twitter, LinkedIn, Google+, Yelp, Pinterest, Instagram, Vine, and YouTube.
- Experienced in HTML, content management systems (Umbraco), e-mail publishing (MailChimp, Constant Contact), project management (Jira, Trello, and Basecamp), marketing automation (Zenoti), and social media management platforms (Sprout Social, Hootsuite, and Buffer).
- Basic knowledge of Adobe Photoshop and Publisher.

affiliations

Yelp – Elite Squad Member