

ISABEL ANDREWS

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EXPERIENCE

FUSS FREE AC, Fort Lauderdale, FL

Marketing Specialist March 2021-Present

- Create content for social media to support brand awareness.
- Design landing pages and forms to support lead generation and nurture efforts
- Manage on and off-page SEO and organic search engine performance for the company.
- Collaborate with other internal teams (sales) to develop and monitor strategic marketing initiatives
- Manager of the digital campaigns, PPC campaigns automation.
- Analyze and report on the performance and efficiency of campaigns
- Create and Design different websites for the subsidiaries www.fussfreeelectric.com, www.fussfreeplumbing.com
- Design landing page for new products and services.
- Monitor and report on feedback and online reviews.
- Provide engaging text, image, and video content for social media accounts.
- Implementing and managing the CRM software Service Fusion and Service Titan

JET SHADES, Jupiter, FL

Sales and Marketing Specialist February 2020 – July 2020

- Conduct market research and identify new opportunities.
- Gather and analyze consumer behavior data (e.g. web traffic and rankings)
- Contribute to collaborative efforts and organize promotional events.
- Design a marketing plan, media plan, and content plan, design marketing material to generate digital and print advertising
- Provide engaging text, image and video content for social media accounts.
- Respond to comments and customer queries in a timely manner.
- Monitor and report on feedback and online reviews.
- Produce ideas for promotional events or activities and organize efficient material for brand awareness.
- Update the website and social media pages with new content
- Create landing pages for new products.

TOUCAN AIR, Pompano Beach, FL

Marketing Director February 2019 - Present

- Design and implement comprehensive marketing strategies to create awareness of the company's business activities.
- Create a new website and different social networks platform, SEM, SEO Optimization responsible for analyzing, reviewing and implementing websites that are optimized to be picked up by search engines.
- Running PPC campaigns
- Writing powerful calls-to-action to convert visitors
- Filling websites and other content with effective keywords
- Google Analytics
- Writing effective SEO content for blog, website and social media accounts
- Developing link building strategies.
- Analyzing keywords and SEO techniques used by competitors
- Set and implement social media and communication campaigns to align with marketing strategies
- Provide engaging text, image and video content for social media accounts
- Respond to comments and customer queries in a timely manner
- Monitor and report on feedback and online reviews
- Produce ideas for promotional events or activities and organize efficient material for brand awareness.
- Manage development rewards program.
- Write blog posts and marketing copy to promote our products and services
- Update the website and social media pages with new content
- Craft and send monthly newsletter

Sales Manager & Broker October 2017- Present

- Responsible for developing business with new and emerging clients, including airlines, parts companies, and maintenance repair and overhaul facilities.
- Help customers through email, phone, online presentations, screen-share and in-person meetings.
- Ensure the timely and successful delivery of our solutions according to customer needs and objectives.
- Forecast and track key account metrics for improved sales to meet monthly and annual goals.
- Responsible for keeping current clients satisfied and delivering exceptional client service on a day-to-day basis.
- Responsible for working with the entire Sales team to on-board and integrate new clients and develop existing client relationships.
- Monitor and analyze customer's usage of our product.

DRIFTWOOD ACQUISITIONS AND DEVELOPMENT LP, Miami, FL

Sales & Marketing Coordinator January 2017- May 2018

- Presentation of Product for clients EB-5 and Equity, as well as management and administration of CRM HubSpot.
- Manager of the digital campaigns, SEO Optimization, PPC campaigns automation, e-mail marketing campaigns.
- Generate leads and create metrics to provide qualification for tracking as well as business development.
- Analyze the target audiences to tailor marketing campaigns and enhance results.
- Brochure designer, event poster designer, and designer rollup banner.
- Plan multiple webinars for various regions across Latin America.

FLORIDA ADVERTISING AND MARKETING, Miami, FL

Sales Representative July 2015 - September 2016

- Led sales of vacation package tours and timeshares for multiple months on floor of 40+ sales representatives, finding new leads, following-up with self-made schedule to meet monthly goals and deliver top-notch customer service.
- Managed large list of clientele in Excel spreadsheets to prioritize call time, targeted packages, and schedule to increase likelihood of sales.
- Tracked customers' responses, notes on preferences, and utilized this information to more effectively market specific products to customers from various regions in the Americas.

GILBARCO VEEDER ROOT, Buenos Aires, Argentina

Sales Account Manager July 2014 – March 2015

- Managed and directed sales of installation service products for gas station equipment, leading team in strategy to meet monthly goals and prioritization of potential customers.
- Created Loss and Profit account, tracking monthly variances vs. plan working together with Finance team.
- Spearheaded new program with detailed steps to sell training services throughout Latin America.

Sales Assistant September 2013 – March 2015

- Coordinated training courses for the management of gas station equipment, helping on-board new team members and showcased all major and detailed features of equipment for effective sales.
- Supported the commercial team in Chile and Argentina, remaining on call for follow-up details or questions regarding 25+ products.
- Developed copious notes and mini-training course to pass on to other sales assistants to allow for quicker training times and ramp-up time for new employees.

ALIMENTOS BALANCEADOS C.A., San Cristobal, Venezuela

Office Manager March 2010 – March 2012

- Performed general accounting duties for a business focusing on elaboration, sales, and distribution of animal food. Conducted and prepared tax forms. Conducted and prepared payroll and employer's supervision. Developed marketing strategy. Created packaging image of the company products.

PUBLITARGET C.A., San Cristobal, Venezuela Account Supervisor August 2006 - December 2009

- Search for resources to promote the sale of various trademarks. Coordination and supervision of staff for various events such as product launches of different brands. Inventory and monitoring of Point of Purchase (P.O.P) material.

EDUCATION UNIVERSIDAD EL SALVADOR,
Buenos Aires, Argentina Master in E-Business April 2014

UNIVERSIDAD CATOLICA DEL TACHIRA, San Cristobal, Venezuela Equivalent to B.S., Business Administration, Emphasis: Marketing February 2012

EXPERIENCE:

HubSpot, Salesforce, Marketo, Hootsuite, Adobe creative: (Illustrator, Photoshop, Media Encore, Lightroom, Indesign, Premier, After effects), Wordpress, Mailchimp, Google: (Analytics, AdWords, Search, Displays), Excel, PowerPoint, Word, Facebook ads manager, Spyfu, SEMRUSH, Service Titan, Service Fusion.

REFERENCES: Available upon request