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Marketing Manager

Diligent and energetic leader passionate about crafting campaigns & digital strategies, experienced with building businesses and relationships. Ready to leverage expertise to elevate brand presence and drive strategic growth in the marketplace. Expertise lies in developing, executing, and measuring impactful marketing campaigns across diverse industries. Areas of expertise include:

Project Management | Social Media Management | E-Mail Marketing | Content Creation | Copywriting | Paid Media | E-Commerce | Styling | Video Production | Photography | Public Speaking | Community Outreach | Customer Service | Sales | Special Events | Live Production | Influencer Outreach | Creative Direction | Building Annual Marketing Plan & Budget

Professional Experience

ELEVATE ENT PARTNERS, Miami, FL

Febr 2023 - Apr 2024

Marketing Manager

Spearheaded thought leadership program and project management platform and orchestrated collaborations with key figures, to craft impactful campaigns that drove significant service line growth and brand integration.

- Directed development and management of comprehensive thought leadership program.
- Orchestrated successful collaborations with physicians, patients, and executives on media platforms.
- Crafted innovative campaigns to drive visibility and engagement for service lines.
- Implemented and tracked marketing initiatives with keen eye for detail.
- Managed social media and email campaigns to maximize reach and impact.
- Contributed to seamless integration and transition of acquired brands while actively participating in development of comprehensive marketing plan.

BUSINESS IMPROVEMENT DISTRICT (BID) OF CORAL GABLES, Coral Gables, FL **Jul 2021- Oct 2022**

Marketing Manager

Directed all marketing activities, including agencies, contractors and staff for success of district through exciting advertising campaigns, community events, influencer partnerships and digital media.

- Developed marketing strategies and initiatives for BID.
- Managed multi-platform and media advertising programs.
- Conceptualized marketing campaign visuals with graphic designers.
- Led influencer program by maximizing relationships, curating customized itineraries, and integrating into existing campaigns.
- Created and managed events that engaged BID's merchants and community (attendance ranging from 15 to 15,000 individuals).
- Marketed BID on social media, website content, and developed and produced new and trending content.
- Produced and creatively directed numerous shoots for evergreen video and photo content.
- Collaborated with city officials, public officials, and stakeholders to support businesses and community in Coral Gables.

MICROSOFT LATAM, Remote

Jan 2021 – Jul 2021

Assistant Financial Controller (Contract)

Organized all incoming coming financial requests from LATAM One Commercial Partner team, along with requests for wellness days and orders of new equipment.

- Streamlined daily financial operations for LATAM representatives at Microsoft, One Commercial Partner.

- Provided exceptional support to Sales Excellence Manager at Microsoft, One Commercial Partner.
- Managed expenses, budgets, and financial approvals, ensuring accuracy and timeliness.

FREELANCE DIGITAL MARKETING MANAGER**Oct 2020 - Current**

Independently consult and support small businesses with marketing needs utilizing highly developed industry skills and knowledge.

- Create all social media content for clients, including photo/video, graphic design, and creative writing.
- Manage all aspects of websites using WordPress, Squarespace, Shopify, and Wix.
- Manage social online profiles (Instagram, Facebook, Pinterest, TikTok, etc.).
- Introduce and implement email marketing to reach customer base.

CEVOR GALLERY & PETUNIA FOLK**Oct 2018 - February 2020****Marketing & Communications Assistant**

Managed art gallery and small Latin American brand operationally and with marketing and communication to increase visibility and drive sales.

- Worked alongside director and consultants to realize vision for gallery and brand.
- Managed all communications, including email, social media, advertising, web, and print.
- Coordinated photo and video shoots for branded content and campaigns.
- Conducted strategic planning for exhibitions.
- Built relationships with clients and artists.
- Hosted monthly community engagement events.
- Performed influencer outreach for increased recognition.
- Maintained and oversaw gallery inventory on digital sales platform.

SOULCYCLE BRICKELL**Jan 2019 - January 2020****KeyHolder**

- Oversaw studio and business for fitness classes, managed front desk staff of 10 and provided support wherever needed for seamless and profitable operational flow.
- Provided excellent customer service by engaging with riders, making them feel welcome, seen, and encouraged to return.
- Maintained facilities and brand standards and assisted with retail and styling implementing corporate strategies.

HISTORYMIAMI MUSEUM**2015 - 2018****Museum Educator**

Supported Education and Marketing teams in museum activities through educational programming and event support to serve and engage the local Miami community.

- Hosted special events, public programs, community outreaches, and city tours.
- Developed new and unique curriculum for traveling exhibitions for students and adults.
- Led school groups and weekend tours in permanent and special exhibition galleries.

Education

Florida International University – Digital Media 2019

Museum Studies Certificate - Miami Dade College 2015

Technical Skills

Smartsheet, Monday, Birdeye, Google Business, Artsy, Hubspot, Basecamp, Later, Adobe Lightroom & Photoshop, Canva, POS, Shopify, IOS, Mac OS X, ProPresenter, Wordpress, Altru, Microsoft Office Suite, Google Docs/Sheets/Slides, SketchUp and iWork, Mailchimp, Constant Contact, Meta Business, Concur