

Catalina Duarte

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[LinkedIn](#) • Deerfield Beach, FL

Marketing & Communications Professional

Growth-focused and dynamic professional with expertise in leadership, corporate marketing, event management and brand visibility enhancement. Experienced in collaborating cross-functionally, driving marketing strategies aligned with organizational goals. Skilled in data-driven decision-making and campaign planning, optimizing resources, and maximizing customer engagement. Proficient in Hubspot and Salesforce Marketing Cloud and bolstering customer loyalty. Proven record of managing budgets, executing marketing initiatives, and achieving business objectives. Bilingual in English and Spanish.

Areas of Expertise

- Go-to-Market Strategy Development
- Partnership Development
- Event Coordination & Execution
- Marketing Campaign Execution
- Social Media Content
- Lead Generation
- Integrated Marketing Planning
- Project Management
- Cross-Functional Team Leadership

Professional Experience

Agri Food & Feed, Miami, FL

October 2023 – Present

Senior Marketing & Client Relations Manager

Manage logistics for trade shows, trade missions, and round tables for smooth execution and engaging post-event follow-up. Supervise applications and ensure compliance with government-subsidized programs to enhance access to funding and resources. Create and share marketing materials like brochures, product catalogs, and presentations to promote products and boost brand visibility.

- Coordinated bi-annual customer trip to processing plants by managing travel logistics, stakeholder engagement, educational sessions and customer appreciation efforts.
- Headed marketing initiatives to educate existing customers by delivering training and product-specific materials to foster client loyalty and retention.
- Strengthened partnerships with providers and industry associations to boost market presence.
- Boosted post-event conversion by assisting sales team with thank-you letters and systematic lead follow-up.
- Implemented Pipedrive CRM to streamline customer relationship management and collaborate with sales teams.

Breezeline, Boston, MA

July 2020 – August 2023

Corporate Brand Manager (2022 – 2023)

Develop, review and produce branded materials including Sales Sheets, Brochures, Channel Lineups, Rate Cards, and Welcome Guides. Facilitated project coordination among Product, HR, and Sales teams. Ensured brand consistency in career fairs, trade shows, retail stores and office locations. Supported Corporate Marketing in cross-functional project management. Developed and distributed customer education materials for new product launches with Go-to-Market team.

- Created comprehensive brand kit for use by HR, Sales, and Regional Field Marketing teams for consistent branding and efficient inventory management across organization.
- Implemented printing timetable for customer education materials to attain cost-effectiveness through bulk printing and minimizing waste by aligning updates with product development cycles.
- Transitioned customer education materials to digital formats for reductions in printing and production expenses.
- Unified sales collateral to increase efficiency in asset distribution and reduce dependence on external resources.
- Designed educational resources for customers to decrease support queries and elevate overall satisfaction levels.

Regional Marketing Manager (2020 – 2022)

Developed regional marketing strategies to elevate brand visibility and boost lead generation in specific markets. Created and implemented local events to increase brand recognition and customer interaction. Administered contract negotiations and coordinated trade show logistics to guarantee smooth marketing material distribution. Collaborated with external agencies to create impactful sales presentations and resources. Fostered connections with community partners through event planning to enhance local relationships and market reach. Aligned with cross-functional teams to craft unified go-to-market strategies and maximize regional marketing effectiveness.

- Increased brand awareness by collaborating with select communities' sales team at trade shows, resulting in heightened lead acquisition.
- Established local partnerships to expand market visibility and reinforce community connections.
- Initiated local events leading to significant rise in customer sign-ups, contributing to region's sales growth.

H&CO, LLP, Coral Gables, FL

October 2011 – July 2020

Director of Marketing

Managed marketing strategies for accounting, advisory, and technology divisions to align with firm goals. Led introduction of new brand image through website redesign, marketing materials update, and social media enhancement. Coordinated with advertising agencies and freelancers to set art direction and ensure brand coherence. Planned and implemented presentations, events, and sponsorships to enhance firm's presence. Created corporate messaging and sales tools to support sales efforts. Supervised digital content production for company's online channels, such as website, social media platforms and blog.

- Led firm's rebranding to enhance brand perception and recognition.
- Executed events to significantly increase brand awareness within target market.
- Increased association membership Y-o-Y, while adhering to stringent membership criteria.
- Produced presentations to secure key deals and partnerships by collaborating with sales team.
- Optimized brand integrity across all platforms to elevate customer perception of quality and service.
- Orchestrated annual conferences with impressive 80% attendance rate by drawing members from across globe.
- Established professional association with members from over 20 countries by fostering diverse and global network.

Additional Experience

Director of Marketing | BLITA International (subsidiary of H&CO, LLP), Coral Gables, FL

Marketing Manager | Giroski LLC, Miami, FL

Education

Master of Science in International Marketing Management

Boston University, MA

Bachelor of Science in Communication (Major: Public Relations / Minor: Marketing)

Florida International University, FL

Technical Proficiencies

HubSpot, Salesforce Marketing Cloud, Splash, Asana, Jira, Google Workspace, and Office 365.