# lisa marie deleveaux

### summary

A seasoned marketing professional with a proven track record of not only navigating the dynamic realms of marketing but also leading high-performing teams to success. With extensive experience in crafting innovative strategies, executing impactful campaigns, and fostering collaborative environments, I have consistently driven results. My leadership extends beyond strategy, encompassing team development and cohesion, resulting in cohesive, goal-oriented teams that excel in achieving and exceeding targets.

### SKILLS

#### Social Media Management

#### Paid Media Management

#### Digital Strategy

#### SEO Strategy

#### Google Analytics

#### MS Office

#### Time Management

#### Team Leader

#### Effective Communication

#### Critical Thinking

### Professional EXPERIENCE

##### Museum of Illusions 04/2020 – 04/2024

#### **Head of Marketing**

#### Develop and implement comprehensive marketing strategies supporting company's growth objectives.

#### Lead and manage a team of marketing professionals, executing successful campaigns across multiple channels.

#### Oversee development of marketing plans, including market research, product positioning, and competitive analysis.

#### Collaborate with cross-functional teams to drive development of new products and services meeting customer needs and driving revenue growth.

#### Manage marketing budgets, allocating resources for optimal use. Develop and maintain strong relationships with key stakeholders, including customers, partners, and industry influencers.

#### Track and analyze marketing performance metrics, measuring effectiveness of campaigns and adjusting strategies as needed.

#### Identify emerging market trends, adjusting marketing strategies to leverage new opportunities.

#### Work closely with Miami Beach Business Improvement District to captivate tourists.

##### Servpro Industries 06/2016 – 06/2018

#### **Head of Marketing**

#### Developed and implemented the company's marketing strategy, including online and offline campaigns, PR activities, and events.

#### Utilized CRM tools to segment and target insurance customers effectively, creating personalized marketing experiences that fostered customer loyalty.

#### Analyzed the performance of insurance marketing campaigns using analytics tools, providing detailed reports and recommendations to optimize future marketing efforts.

#### Developed and maintained strategic partnerships with insurance firms, agencies, vendors, and industry influencers to enhance marketing efforts and expand the company's reach in the insurance market.

#### Ensured consistent brand messaging and positioning across all marketing materials and channels, strengthening the company's identity in the insurance sector.

#### Conducted market research to identify customer needs, preferences, and competitor activity.

#### Executed marketing campaigns increasing brand awareness and driving revenue growth, resulting in an 80% increase in revenue over a 12-month period.

#### Oversaw the development and management of the company's website and social media platforms, increasing online engagement by 30% over a 6-month period.

##### Roaring Concepts Marketing Agency 08/2013 – 06/2016

#### **Marketing Manager**

#### Developed and executed marketing strategies for clients across diverse industries, including government sectors.

#### Managed a team of 5 marketing executives to ensure the successful execution of campaigns. • Established and nurtured client relationships, ensuring satisfaction with provided services.

#### Conducted market research and analyzed data to identify trends and insights for effective campaign development.

#### Developed and managed budgets for marketing campaigns, ensuring timely and within-budget completion.

#### Collaborated with creative teams to conceptualize and implement innovative campaign ideas.

#### Monitored and analyzed campaign performance, offering insights and recommendations to optimize results.

**EDUCATION**

**FLORIDA INTERNATIONAL UNIVERSITY**

Bachelor of Arts In Marketing

**MIAMI DADE COLLEGE**Associates of the Arts In Business Administration