

Marketing Coordinator

Having recently completed my Master's degree in Business Analytics, I'm actively seeking opportunities where I can apply my passion for collaborative and innovative marketing projects. My experience as a collegiate student-athlete has equipped me with invaluable discipline and teamwork skills, essential for navigating high-pressure environments. This unique combination of a strategic marketing mindset and advanced analytics knowledge enhances my ability to drive revenue growth, boost brand awareness, and develop forward-thinking marketing strategies. I'm committed to leveraging my analytical skills, creativity, and team-oriented approach to contribute meaningfully to organizational goals, building strong relationships with stakeholders and clients along the way.

Areas of Expertise

- Marketing Management
- Project Management
- Salesforce Network
- Revenue Optimization
- Complex Problem Solving
- Campaign Management
- Customer Success
- Market & Trend Analysis
- Relationship Management

Professional Experience

LACO Associates, Sonoma County Marketing Coordinator

2023 – Present

Led the creation and oversight of all social media and email marketing campaigns, effectively expanding our digital engagement and footprint. Updated the website regularly and managed content to ensure alignment with strategic objectives. Collaborated with the business development team to develop a system for analyzing the effectiveness of quarterly marketing efforts. This approach facilitated precise success measurement and improvement identification, refining our marketing direction. Generated compelling marketing content for a variety of materials, such as emails, landing pages, advertisements, and social media posts.

- Achieved an increase in social media presence, demonstrating the impact of targeted campaigns and strategic content engagement.
- Developed and implemented a system for efficiency, facilitating business development presentations to the board and aligning marketing strategies with overarching business goals.

Forbes Global, San Francisco Marketing Operations Contractor

2023 – Present

Manage and optimize company databases and CRM systems, proactively addressing stakeholder inquiries and ensuring data accuracy. Perform content assessments and implemented streamlined processes to remove redundant information. Maintain brand guideline adherence and effectively communicate with target audience through consistent copy. Conduct extensive research for email campaigns and data analytics.

- Generated compelling marketing content for a variety of materials, such as emails, landing pages, advertisements, and social media posts.
- Assisted with implementing marketing strategies on various platforms such as paid and organic search, display, LinkedIn, and web.

Albert Solino Consulting, San Ramon Marketing Specialist

2022 – 2023

Developed custom websites in compliance with clients' unique products and services. Defined and implemented effective customer retention strategies utilizing client-provided data to improve efficiency. Served as expert in data analysis and A/B testing for optimizing the effectiveness of email campaigns. Developed and implemented effective member acquisition and engagement tactics, resulting in the cultivation of lasting customer connections.

- Gained incredible proficiency in composing impactful content for email marketing campaigns.

California Sports & Orthopedic Institute, Berkeley Marketing Consultant

2021 – 2022

Created marketing materials for diverse mediums, such as refining website enhancements, composing compelling company newsletters, designing informative brochures, and crafting effective holiday event promotions. Performed comprehensive cash drawer audits for three prominent medical facilities located in Berkeley, Oakland, and Orinda, ensuring precise results and strict adherence to regulations.

- Successfully redesigned website to boost traffic and inquiries by highlighting specialized Practice Areas.

Additional Experience

Assistant Manager, Orangetheory Fitness, Lafayette
Carson Gang Prevention Program
Los Angeles Rams Nutrition Intern
Business Marketing & Promotion for Recruitment, UC Irvine Athletics

Education & Credentials

Master of Science, Business Analytics | St. Mary's College - 3.93 GPA
Certification, Digital Marketing, University of California, Berkeley
Bachelor of Arts, Criminology Law | Bachelor of Arts, Educational Science Minor, Sociology, University of California, Irvine
- 3.47 GPA

Technical & Other Skills

Student Athlete – Captain 2020 & 2021 | MS Office | Email Marketing | PowerPoint | Excel | Adobe Pro/ Creative Suite | Tableau | SQL | Power BI | WordPress | Trello | Miro Google | Canva Procreate | Competitive Analysis | Google Docs | Google Excel | Google Slides | Google Analytics | Word Press | Meta Marketing | Twitter Marketing | Data Analysis | Keyword Research | R Studio | Jupyter | Lab Collaboration High Paced Student- Athlete