Jamie Montoya

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# Profile

Experience in integrated marketing, project management and merchandising. Solution-driven and detailed-oriented professional with proven success developing and implementing marketing campaigns and launching new products. Vibrant and energetic leader with a consistent track record of building relationships and leading cross-functional teams. Currently relocating to Seattle, WA.

Proficient in:

* Marketing Strategy & Campaigns
* Performance Tracking & Data Analysis
* Project Management
* Digital Marketing Engagement
* Marketing Asset Management
* Training & Onboarding
* Market Research
* Product Launches
* Executive Leadership Communication
* Event Planning & Logistics
* Meeting Management

# Education & Certification

## Bachelor of Arts in Strategic & Corporate Communication

## Double Minors in Business and Marketing | Chapman University | Orange, CA | December 2015

## Project Management Professional (PMP)®

Project Management Institute (PMI) | November 2020

# Experience

## US Foods, Southern California September 2016 – 2020

## Marketing Specialist

*Strategic leadership and management of marketing campaigns in Los Angeles, Corona, and San Diego, California.* Develop and execute local marketing strategy and operations for branding programs, sales incentives and customer engagement. Create marketing assets for multiple markets in alignment with national and regional marketing programs and initiatives. Manage marketing communications to internal stakeholders, vendor partners and customers.

* Work with VP of Merchandising & Marketing and VP of Sales to develop annual GTM marketing plan and brand strategies to meet marketing objectives, KPIs and financial goals
* Partner with Merchandising Team to analyze demand data and report areas of opportunities to increase incremental sales across three geographic markets
* Manage marketing budget, project calendars and stakeholder meetings to optimize GTM campaigns
* Produce content narratives for exclusive brand products in accordance to campaign roadmap
* Design marketing collateral, sales toolkits, and other product launch components using Adobe Creative Suite (InDesign, Photoshop, Acrobat) to increase sales and product knowledge
* Monitor website, social media and multi-channel communication channels to optimize product launches and sales programs
* Build relationships with manufacturing vendors and operators to merchandise e-commerce pages
* Lead weekly marketing meeting to provide performance updates and seek feedback on initiatives from senior leadership and other key stakeholders

**Key Contributions:**

* *Sales Growth*: Developed 25+ sales incentives and promotions to grow market share, generating an average growth of 8,500 cases per tracking period in 2019 and 2020
* *Corporate Communication:* Launched SharePoint Intranet portal in tandem with “Together, We Can” campaign to support transition to a virtual workspace in March 2020.
* *Project Management:* Championed two continuous improvement (CI) projects for excess inventory and internal communication plans in 2020

## Walt Disney Company | Anaheim, California September 2015 – August 2016

## Management Program Intern

*Hand-picked as a high-potential managerial candidate and participant in a specialized management training program*. Oversaw all aspects of daily operations and cast member/team performance as a direct supervisor, strategic planner, and resource allocator. Drove operational and service excellence for over 5,000 daily guests in a fast-paced, high-volume service environment. Quickly and efficiently solved problems in support of outstanding guest experience.

* *Certification*: Achieved Media Relations and Special Events certification.
* *World Premiere Leadership and Coordination*: Supported the international premieres of Disney’s California Adventure, “Frozen at the Hyperion & Soarin’ Over the World!”.

## VIZIO, Inc. | Irvine, California September 2014 – August 2015

## DIGITAL MARKETING COORDINATOR

*Assisted vital marketing strategies, operations, and digital media tracking.* Drove content development via Content Publisher for the corporate website and for third party site features, including Walmart, Amazon, Costco, and Target. Developed campaign assets, press releases, and comprehensive reports with data visualization for executive-level leaders. Oversaw calendar and email management. Liaised with vendors and suppliers.

* *Social Media Outreach*: Successfully coordinated social media and promotion strategy for SmartCast   
  P-Series reaching over 25k users in 10 days.
* *Digital Impression Growth*: Drove over 14M digital impressions over 12 weeks through a product launch that increased Twitter and Facebook following/likes and retweets by over 20%.
* *New Web Development and SEO Strategie*s. Coordinated with a marketing agency to develop new web pages and align web presence and posts with winning SEO strategies.

# Skills & Abilities

* Adobe Creative Suite: InDesign, Illustrator, Acrobat, Photoshop
* Project Management Platforms: Microsoft Teams, Microsoft Projects, Smartsheets
* Communication Platforms: SharePoint, Yammer, Skype, Microsoft Sway, Zoom
* SEO, Google Analytics, WordPress, Merlin Analytics, SPS, SEO, Web Content Publisher
* Microsoft Office: PowerPoint, Excel, Word
* Social Media: Instagram, Facebook, Twitter, Pinterest