

SUMMARY

Marketing professional with proven experience in marketing, customer service and administration. Strong skills in high level organization, multitasking, and project management.

EXPERIENCE

9thWONDER

Dallas TX

A full-service, independent marketing agency with offices globally. Building something special for clients such as American Heart Association, Alcon, Memorial Hermann, HomeTeam Pest Defense, Houston Dynamo, Panasonic, and more.

Account Coordinator | 2019 - Current

Prepared account service-related documents such as new project estimates, briefs, timelines and statements of work.

- Collaborated with Sr. Account Executives and clients to define success criteria and create reports against these metrics throughout the campaign/project life cycle
- Tracked the status of projects (rounds of feedback, timelines and budgets) to ensure a timely, within budget, and precise delivery of all creative assets to client
- Attended to the needs of the client and continually sought ways to add value to the client-agency relationship
- Administered digital asset management software to ensure deliverables were legally and medically compliant

C2C ADVISORS

Southlake TX

A consumer-to-consumer marketplace advisor company offering consumer facing companies, brands and technologies highly innovative strategies and solutions.

Marketing and Operations Coordinator | 2016 - 2020

Managed outside graphic designer to create marketing materials.

- Increased Facebook page traffic 100% by creating and sharing Facebook marketing posts for partnering stores
- Increased revenues 400% for partner stores from implementing a merchandising a program, including installing store signage and educating store personnel on how to buy back cards

MOOCHO

Lubbock TX

The leading college rewards and payments app. College students pay with their phone at all of their favorite merchants on and around campus and earn exclusive rewards and discounts for doing so.

Campus Manager | 2018

Hired, trained, scheduled, and motivated 15 Campus Ambassadors. Scheduled local events to promote the company and offers.

- Increased awareness on and around campus, Texas Tech University reached 3rd year growth in four months.
- Created and implemented a social media marketing team and strategy through analyzing target demographics
- Worked closely with upper management to regularly brainstorm various marketing tactics and how to activate

EDUCATION

TEXAS TECH UNIVERSITY

Lubbock TX

Bachelor of Business Administration, Marketing

Certified in Google Adwords, Google Analytics, Hubspot, and Hootsuite