

Objective

To be part of an innovative Marketing team where I can bring to the team training acquired from academic work in modern marketing strategies.

Skills

Microsoft Office, Marketing Communications, Public Relations, Adobe, Powerpoint, Website Design

Work Experience

Media Marketing Analyst

T&T CALGROUP - 2016 – Present

- Relationship marketing using social media channels, public relations, and written communication to support marketing strategies.
- Experience in quality control systems that stimulate performance, increase efficiency and work output.
- Experience in mapping out action plans, cost saving strategies and market-research processes to actualize company's objectives and goals, as well as stimulate growth to regain investor confidence.
- Help clients focus on helping their employees and managers effectively communicate product and service directives to customers.
- Implemented marketing collaterals, such as story-telling powerpoint presentations created with adobe photoshop, in-design, illustrator, and slides to help b2b clients map-out marketing strategies and optimized communication with customers.
- Able to convert raw data and information into real-life story-boards using interactive digital designs, images, and text to interpret product/service goals as well as business goals and shortened the decision-making process.
- Created visual designs currently being used to promote and raise new funding for the company.

Web Designer

Uniworld Corporate Investigations Securities Specialists, LLC - September 2014 – December 2015

- Redesigned the company's web site and made it user-friendly for mobile devices, tablet pcs, and laptop/desktop.
- Developed a cloud marketing platform and created an online marketing platform using various marketing collateral and eye-catching web graphics to story-tell and improved the web sites search engine optimization (SEO).
- Using google web analytics and promoted the site to social media sites including facebook, tweeter, and others.
- Designed the new website for bumpers express, Inc., Fremont, ca and drafted a new marketing strategy.
- Designed the new website for Louise-k styling, drafted the marketing strategy and marketed the company's products.
- Create newsletter and marketing blast templates and signup programs for 52 newsletters.
- Communicate complex ideas and recommendations to a non-technical audience.

Education

Bachelor Of Science in Business Management -2010 August 2014(Anthem College - Phoenix, AZ)

BS in Business Information Technology - 2006 to 2010(University Of Phoenix Online - Phoenix, AZ)