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WORK EXPERIENCE

Sol y Costa Cargo, Marketing Manager

July 2012-Current

- Responsible for the construction and measurement for all online SEO campaigns
- Team director for content generation including: blogs, newsletters, Youtube videos, etc.
- Directly responsible for the active management of multiple websites and all social media accounts
- Actively manage Google AdWords and Bing AdCenter for all PPC promotions targeting thousands of keywords
- Personally lead search engine marketing campaigns: creating custom built landing pages, split testing keywords, and configuring results through pivot tables to achieve the greatest ROI
- Team leader for creative branding and offline marketing campaign implementation, including trade shows and direct marketing efforts
- Manage the development and design for a custom built API feed control system to regulate product data over multiple marketplaces
- Utilize skills in Adobe Photoshop and Illustrator to personally design and build front end graphics for two distinct websites and all the additional marketing collateral
- Established enduring relationships with key customers, through personal interaction, expert communication, and service excellence

Riverside Church, Youth Director

March 2011-March 2012

- Facilitated the marketing campaign for 300+ student summer camp including videos, presentations, and marketing collateral
- Directed a youth leaders team of 24 adults and grew the youth ministry from 50 to 100 plus students
- Responsible for weekly preparation and presentation of programming and public speaking

Cintas Corporation, Sales

August 2009-February 2011

- Identified prospective customers through extensive research, cold calling, and marketing communications
- Facilitated and directed sales presentations, budget analysis, and negotiations for prospective clients
- Closed and managed \$200,000 target account for Cintas; Generated nearly 1 million dollars of total sales revenue

PROFICIENCIES

- Adobe Photoshop: Photo manipulation software
- Adobe Illustrator: Design vector graphics editing software
- Final Cut: Video production software
- Microsoft Office Suite
- Google AdWords, Bing AdCenter, Facebook, Twitter, Shopzilla PPC systems
- Fundamental HTML, CSS, and JavaScript
- Google Analytics

EDUCATION: UNIVERSITY OF FLORIDA

- B.A. Business Marketing 2009
- B.A. Political Science 2009

COMMUNITY SERVICE

Orlando Community Food and Outreach (2015, 2016)

- Help stock shelves, clean store, and provide assistance, for subsidized grocery store serving under privileged Orlando communities

Summit Youth Ministry (2012, 2013)

- Weekly church ministry for students in the greater Orlando area

Nations Association (Winter 2010, 2011, 2012)

- Worked on leadership team coordinating and preparing meals for the less fortunate in the local community