
PROFILE

A details-oriented marketer with experience and education in client/account management, sales, brand management, product and service marketing, social media, public relations and traditional and interactive advertising. Fluent in Spanish, BA in Public Relations, MBA with Emphasis in Marketing.

PROFESSIONAL EXPERIENCE

Account Executive/Sales *Arizona State University, Tempe, AZ* *November 2006 – Present*

- Provide marketing consultation and client management for 100 key accounts utilizing interactive, print, and video advertising campaigns across virtually all product and service sectors.
- Utilize CRM software and techniques to ensure major account client retention as well as account business development and organic growth.
- Utilize Google Analytics to generate product pricing analysis for StatePress.com. Resulted in price increase of 43 percent and five month revenue growth of 85 percent.
- Develop and manage traditional and interactive marketing initiatives including the launch of ASUAdvertising.com, Facebook.com/TheStatePress and Twitter.com/StatePress.
- Negotiation of monthly partnerships, sponsorships and ongoing value trade agreements to secure low cost services and vendor products for departmental marketing events and promotions.
- Increased account sales 23 percent during the first two years of employment, while maintaining total client expenditures of more than \$450,000 annually – 30 percent of department's annual revenue

Account Executive/Sales *East Valley Tribune, Scottsdale, AZ* *July 2006 – October 2006*

- Client management and advertising sales for *Get Out Magazine*, the most profitable section of the East Valley Tribune. Territory included businesses located in Tempe, Scottsdale and Phoenix.

Marketing Intern *Multiple Employers, AZ* *January 2003 – December 2005*

- *STG Media Corporation* – Marketing Assistant. Provided client support, research and sales assistance during every aspect of the media buying and advertising sales processes.
- *Arizona Department of Environmental Quality* – Communications Intern. Developed press releases, managed media directory and helped migrate departmental newsletter to an interactive blog format.
- *Arizona Rattlers/Phoenix Mercury* – Media Relations Intern. Served as liaison between sports teams and local media. Prepared postgame quotes, game notes and helped coordinate media and community outreach events.

EDUCATION

Master of Business Administration

Marketing Emphasis

Arizona State University, W.P. Carey School of Business, 2010

Bachelor of Art, Public Relations and Strategic Media

Minor in Spanish Language

Arizona State University, Walter Cronkite School of Journalism and Mass Communication, 2006