

## MARKETING SPECIALIST

— *Vision and Execution in Leading Marketing Campaigns that get Results* —

**Creation and Oversight of Comprehensive Marketing Strategies:** Developed Budgets and Key Performance Indicators (KPIs), Development and Management of Brand Identity, Execution and ROI Analytics of Themed Digital and Print Campaigns and In-Depth Marketing Research on Campaign Effectiveness

**Charity Management:** Successfully Managed the Corporate Charity Budgets and Executed All Efforts and Events

**Content Creation and Curation:** Content Development for Social Media, Websites, Blogs and Marketing Collateral

**Digital Strategy and Engagement:** Expertise in Google Ads, Email Marketing and Paid Social Media Campaigns: Facebook, Instagram, LinkedIn, YouTube and Pinterest

**Public Relations Coordination:** Managing Relationships with External PR Firms

**Website Development:** Designed and Developed Websites with a Focus on UX (User Experience) Design and SEO Best Practices | Online Lead Tracking and Web Analytics

**Event Management:** Planning, Promotion, and Execution of Company Meetings, Job Fairs, Team-Building and Charity Events

**Team Leadership and Development:** Mentoring, Workflow Management and Collaborative Goal Setting

## PROFESSIONAL EXPERIENCE

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Forte Construction Corp. and Affiliated Companies - Islandia, NY

**Marketing Manager** | November 2019 - June 2024

- Reported to company owners, oversaw all marketing operations and developed vision, strategy, and tactics for four companies: Forte Construction Corp. (public works general contractor), BR Construction Group (residential and commercial), TAP Electric (electrical) and Stirling Mechanical (HVAC).
- Allocated the \$500K annual budget towards comprehensive marketing strategies of themed digital and print campaigns, company events, public relations efforts, content creation and curation (websites, blogs, social media posts and print materials), and paid social media campaigns on Facebook and Instagram.
- Managed the \$75K annual charity budget, distributing funds to the Staff Picked Charity Contest, Habitat for Humanity Build, Make-A-Wish Celebration, St. Jude Children's Hospital events, donation drives, and team-building donation events such as filling Easter baskets and stuffing backpacks with school supplies.
- Built the marketing department from scratch, collaborating with the co-marketing manager and establishing and managing an inter-department team consisting of executive assistant, front desk, and members of the proposal, warehouse, and purchasing departments and managing outside vendors. Utilized this team to manage complex marketing projects and used Microsoft Teams to track progress, assign tasks, and ensure timely completion.
- Developed comprehensive brand strategies and toolkits to ensure brand continuity across all marketing channels.
- Responsible for creating and managing all content, including social media posts, videos, project and event photography. Ensured end-to-end execution, overseeing approvals and quality control for all incoming materials.
- Create and maintain social media profiles on Facebook, Instagram, and LinkedIn.
- Built and maintained websites for Forte Construction, BR Construction, TAP Electric, and Stirling, utilizing SEO best practices and applying UX design principles. Analyze data and deliver findings to the CTO and owners.
- Plan and execute all corporate events, team-building, project completions, job milestones, and charity events.
- Coordinated with the public relations team to write press releases and provide event coverage and applications for industry awards.
- Set up and execute employee recruitment and retention strategies, including improving the onboarding processes, newsletters, employee gifting programs and job fairs.
- Assist with the company migration to Microsoft 365, establish and maintain a SharePoint site for improved collaboration, document management, event notifications and company news.

### Major Achievements

- ★ Dramatically increased Forte Construction's Digital Presence
  - **LinkedIn followers:** 0 to 2.5K organically grown over three years
  - **Reviews:** Google from 3.6 to 4.4 stars, Indeed from 3.6 to 4.7 stars and Glassdoor from 3.8 to 4.8 stars
  - **Website:** 600+ daily unique site visitors and 50+ unique views per blog post
- ★ Created and curated an Instagram profile with over 2K followers within 6 months for BR Construction

Ruby Love - Melville, NY

**Marketing Director** | February 2019 – November 2019

- Oversaw all Ruby Love marketing operations and developed the vision, strategy and tactics in the e-commerce apparel space. Achieved market share growth with trial and repeat customers through corporate identity branding, targeted advertising communications, media buying, product and service innovation, UX website design and flawless social media while regularly measuring effectiveness to ensure all deliverables meet pre-determined KPIs.
- Built, developed, and led a team of five enthusiastic marketing professionals to create a brand that consumers love, which increases the company's market share, maximizes revenue, and thrives against competitors.
- Successfully led the company's rebrand in early 2019, procured a \$15 million investment, and caused a 30% increase in revenue 30 days from launch due to elevating the consumer omnichannel experience and website UX design overhaul.
- Allocated a \$1 Million digital annual budget, set revenue projections through extensive data analysis and ensured our department strategies and plans reached and exceeded those projections.

	Total Revenue	Total Ad Spend	Return on Ad Spend (ROAS)
Q1 2019	\$1,855,609	\$992,040	1.87 to 1
Q2 2019	\$2,255,053 (22% increase)	\$905,132	2.49 to 1
Q3 2019	\$2,599,185 (15% increase)	\$914,194	2.84 to 1

- Focus on exponentially driving the growth of our social media channels and deliver all creative materials to the proper media channels (Google Ads, paid social media: Facebook, Instagram, Pinterest, YouTube).
- Conducted market research through A/B testing to ensure landing page optimization and campaign efficiency, deployed customer surveys to improve customer experience, and enhanced marketing strategy.
- Develop best practices across digital initiatives, including search engine marketing (SEM), email marketing, best-in-class product photography and copy, and execute "repurposing" of content across digital platforms.
- Oversaw public relations and influencer strategies to build brand awareness and earn media mentions and testimonials.

Signature Premier Properties - East Northport, NY

**Marketing Director** | September 2015 – February 2019

**Marketing Coordinator** | June 2014 – September 2015

- Reported to the CEO, directed the efforts of three employees and conceptualized and delivered a robust marketing strategy spanning digital advertising, social media, direct mail and supported charity efforts. The strategy's components targeted real estate buyers, sellers, and experienced salespeople.
- Allocated a \$250K annual budget, judiciously spent on organic SEO, Google Ads, social media, email marketing, website maintenance, marketing software tools, print advertising and syndication fees for showcasing properties for sale.
- Built and led a team of three marketing professionals to create a trusted brand to attract real estate agents and clients.
- Developed the company's overall brand identity and branding for quarterly sales campaigns. Delineated specific guidelines for all marketing collateral to ensure a cohesive and identifiable face to the public.
- Championed a major redesign of the company's 75-page website in 2017. Selected web design firm, planned layout to optimize user experience (UX), wrote copy and implemented SEO best practices. Maintained site and analyzed Google Analytics.
- Comprehensively planned and executed the digital marketing strategy and themed marketing campaigns: strategized, monitored, and created social media posts and blog posts and executed email marketing campaigns to increase website leads and Facebook and Instagram followers.

	Website Leads	Facebook Followers	Instagram Followers
2016	881	2,726	833
2017	1,060 (20% increase)	3,191 (17% increase)	1,114 (43% increase)
2018	1,552 (46% increase)	4,026 (26% increase)	2,050 (84% increase)

**TECHNICAL SKILLS**

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Adobe Creative Cloud, Canva, Microsoft Office 365, Google Analytics and Ads, SEM Rush, WordPress, MailChimp

**EDUCATION**

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Bachelor of Science, Marketing, 2012 | State University of New York, College at Oswego - Oswego, NY