

# Full Name

San Antonio, Texas 78261 ▪ 555.555.5555  
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## Marketing Director

*20+ years of progressive experience directing marketing, communications, and business development.*

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Skilled and well-rounded marketing professional adept at designing and implementing comprehensive plans that drive creativity and enthusiasm. Talent for launching programs that generate record setting sales revenue and customer engagement.

### Highlights of Expertise

- Business to Consumer (B2C) Marketing
- Market Research and Branding Strategy
- Internal and External Communications
- Client Acquisition
- Social Media Campaigns
- Digital Media and Marketing
- Bilingual – Fluent in English and Spanish
- Customer Relationship Management (CRM)
- Public and Community Relations
- Website Management

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## Experience

### Excel University Center, San Antonio, TX

*Develop and execute consumer marketing, research, and strategy for nine markets throughout Texas.*

#### **DIRECTOR OF MARKETING, COMMUNICATIONS AND DEVELOPMENT** (June 2007 to Present)

Create a cohesive corporate identity to support the rebranding initiative. Supervise website management, content development, social media, internal and external communications, digital marketing, CRM, branding campaigns, community outreach, business development, event planning, grant writing, and education materials.

- ◆ Spearheaded annual increases of 10-15% growth in all programs: Liver, Kidney, Pancreas, and Lung.
- ◆ Established and advanced ground breaking collaborative relationships with five private groups which are funneling referrals and specialty surgical procedures, increasing the Liver program by 40% and the Kidney Program by 50%.
- ◆ Increased surgical revenue, patient referrals, physician engagement, admissions, and transfers.
- ◆ Serve as subject matter expert and consultant to facilities outside of UHS regarding best practices in accordance with regulatory mandates.

### Excel Cancer Society, San Antonio, TX

*Implemented health initiative programs with four major health systems and managed four of the American Cancer Society national programs in the San Antonio Metro area.*

#### **COMMUNITY MANAGER** (October 2005 to July 2007)

Executed a portfolio of community-based events with accountability for significant income targets, as well as event-related mission and advocacy activities. Ensured goal achievement through the effective recruitment, training, leadership, and mobilization of event volunteers.

- ◆ Expanded sponsorship dollars for the San Antonio metro area by \$250k through partnerships with hospitals, physicians, commercial businesses, and private citizens.

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- ◆ Increased the number of cancer patients being served under four national programs by 250%.

**Excel Vision Source, San Antonio, TX**

*Directed overall business office activities, including strategic planning, staff development, and human resources management.*

**OFFICE MANAGER/ADMINISTRATOR** (October 2003 to October 2005)

Employed sound administrative policies, including merchandising, marketing, and standard practice operations.

- ◆ Grew revenue by \$300k and insurance medical reimbursements by 75% within the first year.
- ◆ Generated employee handbook with policies and procedures in compliance with Workforce Commission and Human Resource Guidelines.

**Excel Child Advocates, San Antonio, TX**

*Assured compliance with state and national program standards mandated by grant allocation guidelines.*

**PROGRAM DIRECTOR** (Promoted December 1999 to October 2003)

Recruited volunteers, board members, and potential funding resources to support CASA's development and financial goals. Organized fundraisers and events to fund CASA initiatives.

- ◆ Supervised seven staff members and 150 volunteers. Evaluated, coordinated, and facilitated staff and volunteer training classes.
- ◆ Prepared and presented media interviews and presentations to promote CASA, raising community awareness and securing corporate funding and support.

**ADVOCATES SUPERVISOR** (November 1997 to November 1999)

Assessed risk to children and advocated for their needs while in the foster care system. Determined actions required to remove or lessen an immediate threat to the safety of a child and minimize risk.

- ◆ Developed and maintained effective working relationships with law enforcement, judicial personnel, attorneys, medical professionals, and other community resources. Testified during court proceedings when necessary.
- ◆ Provided recommendations about investigative findings and implemented short-term services as mandated by statute and policy.

**Education**

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**Bachelor of Social Work**

*Our Lady of the Lake University, San Antonio, TX*

**Associate of Liberal Arts**

*University of Brownsville, Brownsville, TX*