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SUMMARY

Marketing professional with over 13 years' experience, looking to obtain a role in digital marketing with a fun and energetic company that appreciates and nurtures their team. I love to showcase a company's personality and vision with the right messaging paired with the right design.

EDUCATION

Westwood College of Technology - Los Angeles, CA: BS Degree in Animation/Graphic Design (2006)

Coding Dojo - San Jose, CA: Certificate of Completion in Software Development (Dec 2016 - April 2017)

HIGHLIGHTS

SKILLS (MARKETING & DESIGN)

- WordPress and website maintenance
- Social media maintenance and curation (Facebook, Twitter, LinkedIn, Instagram, Google+)
- Use of software to track social media platforms (Hootsuite, Buffer, etc.)
- Email marketing campaigns (MailChimp, Constant Contact, Infusionsoft, etc.)
- CRM maintenance and management (Salesforce, Hubspot, Insightly, Zoho, Less Annoying CRM, etc.)
- SEO, SEM optimization
- Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premier)
- Fundamental networking and Windows troubleshooting
- Expert knowledge of Mac OS X
- Microsoft Office Suite (Word, Excel, Powerpoint)
- Content creation and blog posts

SKILLS (SOFTWARE DEVELOPMENT)

- Front-End Development: HTML, CSS, JavaScript
- Back-End Development: Python, MySQL, PHP

EXPERIENCE

Gyrfalcon Technology Inc.

Marketing Manager

November 2017 - Present

Web Design & Development

- Designed and built fresh, new corporate website with richer content in 6 weeks at no additional cost to the company with multi-language functionality for Japan and Chinese websites. All contact forms integrate with Zoho CRM for lead capture and generation. Daily administration such as updating plugins, troubleshooting custom PHP code, fixing CSS errors, network settings, backups, etc.

- Saved the company \$9,000/month by designing, building, and maintaining a members only online developer portal via WordPress with registration, multi-level access functionality, and fully-operational e-commerce vs. hiring a 3rd party to build and manage for us.
- Manage all e-commerce purchases and shipping/fulfilling orders. Coordinate with operations and accounting. Establishing business relationships with FedEx and DHL for better export pricing.
- Coordinate with engineering teams to keep the website portal up-to-date with the latest versions of software and documentation. Eliminates the enormous amount of time it takes to create FTPs for each customer, when now all they have access to the online portal.

Graphic Design

- Designed all product briefs, email templates, web pages, and graphics.
- Designed all booth signage for expos and corporate demo room.
- Created custom graphics for product releases and announcements.
- Coordinated printing of signage, collateral, etc.

Social Media

- Managed Facebook, Twitter, and LinkedIn company pages with up-to-date content such as press releases, product announcements, and events the company was participating in.
- Designed custom banners for each platform & social media ads.

Corporate Commercial Real Estate Counselors (CCREC)

Executive Marketing Assistant

May 2017-October 2017

- Spearheaded corporate re-branding by rebuilding the website with a fresh, modern design. Optimized for all devices. Set up Google Analytics and monitored website traffic to get a better idea of how visitors were navigating the website.
- Created Facebook and Twitter company pages. Maintained, curated, and created social media posts and company blog.
- Redesigned company logo and letterhead. Designed print flyers & animated graphics for the website.
- Supported company President with any business matters such as client communication, research, reports, answering phones, etc.

Summit Assets Group and SJREI Association

Marketing Director

April 2016-November 2016

- Principle accountabilities: Marketing, Communications, and Public Relations.
- Responsible for direction, design, production and distribution of all organization publications and managing a team of five.
- Created, implemented and measured the success of: a comprehensive marketing, communications and public relations program to enhance the company's image and position within the marketplace and the general public.

- Curated and created blog and social media content across all platforms, overhauled company image on social media by curating professional educational content resulting in an increase in monthly likes and follows.
- Coordinated and managed two monthly recurring events which brought in over 100 attendees each time. These events tasked me with managing the event front desk and A/V staff, coordinating with the different speakers and their marketing teams, set up and break down, as well as all the email, print, web, and social media marketing.
- Editor of quarterly award-winning real estate magazine, Realty Insights Magazine (Formally REI Voice). Coordinated with authors, contributors, and advertisers to make sure their content is complete, appropriate, and edited before going to print.
- Partnered with sales team to design marketing strategies

Wilson Investment Properties, Inc.

Marketing, IT Manager, Office Manager

Dec 2012-April 2016

- Modernized website by streamlining user interface, making it more accessible to navigate including mobile functionality for smartphones and tablets.
- Created and maintained social media pages: Facebook, Twitter, LinkedIn, Google+. Planned and executed all blog posts, social media posts, and email marketing.
- Took MP3s of company CEO's weekly radio show on KDOW 1220 AM and turned into podcasts on iTunes and YouTube, garnering over 5,500 views.
- Increased customer database by 50% from social media and email marketing campaigns resulting in an increase in sales by 112.5% between 2013 and 2014.
- Transitioned company from personal email accounts to Google Apps for Business, which increased integration between departments and streamlined company workflow for managing properties.
- Organized and managed all public events, workshops, and presentations for CEO and event speakers.
- Assisted team with all IT needs such as network and desktop troubleshooting.
- Coordinated all office and off-site logistics.
- Supported CEO with all personal and business matters.

SJREI Association

Marketing and Office Administrator

July 2012-December 2012

- General office duties: answering the phone, handling incoming and outgoing mail, filing, and customer service.
- Maintained multiple company websites and created graphics and designs for print and web, such as animated graphics, print flyers, print ads, magazine ads, etc.
- Promoted events and workshops by marketing on social media pages (Facebook, Twitter, LinkedIn, Google+, website blog, etc). Developed weekly email marketing campaigns. Helped increase customer database by using social media and email marketing.

- Kept up-to-date financial records using Quickbooks and process expense reports, accounts receivable and accounts payable.
- Provided administrative support to company founder and CEO: handling all travel arrangements, personal and business calendar, itineraries and agenda.
- Manage monthly chapter meetings/seminars: running front desk and registration of attendees and handling their payments, managing volunteers, and set up and break down of equipment and signage.
- Property management and recording finances with Quicken Property Management Software.

Benz & Jagz Specialist, Inc.

Administrative Assistant

June 2009-July 2012

- Maintained accurate records of ingoing and outgoing invoices, customer information, and reports.
- Provided executive-level administrative support to the company president by handling all travel arrangements, agendas, itineraries, etc.
- Processed all expense reports, maximizing revenue by preventing excess costs.
- Maintained weekly attendance reports of all employees, and report to company President.
- Performed bi-weekly payroll, while keeping track of tax withholdings.
- Processed all quarterly and monthly Federal and State taxes.
- Communicated with customers regarding payments, advice, and answering their questions.
- Designed their logo and business sign to increase brand awareness.

Pragmatic Solutions Inc.

Graphic Artist

December 2006-June 2009

- Multitasked multiple projects such as creating flash banners, logo design, web design and other artwork for America's Army's official websites (the official recruitment tool of the United States Army).
- Assisted marketing director with research, design, and collaborating design ideas.

Apple Inc.

Mac Specialist.

October 2005-December 2006

- Taught "One-to-One" classes to customers, teaching them how to use software such as Adobe Creative Suite and other computer graphic programs.
- Diagnosed and serviced customers with their computers, iPods, and other peripherals.