

# MARIANNE J. GOMEZ

## MANAGER, CONSUMER CLIENTS

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**TENACIOUS AND RESULTS-DRIVEN MARKETING AND ADVERTISING PROFESSIONAL**

### QUALIFICATIONS SUMMARY

Industrious and enthusiastic marketing professional offering 12+ solid years of brand development, marketing, and advertising experience. Proven to consistently meet productivity, business and client service objectives. Skillfully work with all employees to enhance performance and improve day-to-day processes. Diplomatic in resolving internal and client issues to maximize rapport, support, and satisfaction. Solutions-oriented, creative, and passionate about consumer marketing, with a tireless and proactive pursuit of continuous improvement.

### PROFESSIONAL EXPERTISE

**Remington, LLC.** Baltimore, MD  
*Manager, Consumer Clients | 01/2018 – Current*

*Oversee all advertising and marketing operations of 25 associates. Actively participate in the Social Media/Digital Strategies Steering Committee on special projects to influence firm strategy. Analyze and review companies' portfolios to devise plans on effective marketing and reinvention techniques. Engage in robust marketing campaigns that include digital, print, radio, and TV platforms to boost brand awareness.*

- ***Augmented social media presence with an additional 1.2 million Facebook followers along with 2 million Twitter followers.***
- ***Liaison for a child health advocacy project involved in revitalizing website, growing social media connections and networks, and producing a 35% increase in corporate funding.***
- ***Increased consumer awareness by 14% and market share by 2%.***

#### **Notable Achievements:**

- *SCM awarded Bronze Clio award, 2018*
- *Managed \$12 million budget, 2018*
- *Awarded 35% bonus for leadership efforts*

**Davis and Company, New York, NY**

### RECOMMENDATIONS

*"Marianne is a sharp, quick, analytic thinker who showed the ability to understand historical data to inform decision-maker about future sales promotions. She has the aptitude and the interest to be successful in consumer marketing." – Angela*

*"Marianne demonstrates a level of maturity and insight we have rarely seen in an undergraduate intern. Her ability to work with an experienced team of people, some with strong opinions, and make valuable contributions to in-store signage design, marketing brochures, and other program elements have been valuable." – Walgreen Supervisor*

### RELEVANT SKILLS

- Strategic planning
- Staff management
- Project management
- Creative marketing and advertising
- Client communication
- Campaign management
- Brand development
- Multidisciplinary team collaboration

Team Leader | 06/2012 - 12/2017

Orchestrated and pitched fun, interactive video ideas to clients to maximize their place in the coffee market. Optimized placement efforts and celebrity endorsements to build brand awareness for French auto manufacturer. Supervised four associates and one senior associate. Mentored two associates for promotion to senior associate outlining company expectations and requirements and delivering constructive criticism upon completion of job tasks.

- **Captured 10% of market share in key cities.**
- **Client signed a three-year partnership agreement with SCM.**

**Notable Achievements:**

- Recognized for securing popular boy band to perform a creative promotional ad
  - SCM won Campaign of the Year, 2013
  - Managed \$10 million budget, 2016-2017

**Smith & Company Marketing (SCM), New York, NY**  
Senior Associate | 08/2010 - 05/2012

Evaluated client's ad placement procedures and recommended necessary changes and improvements based on financial environment. Delivered superior client service and support by creating rapport, retention, and satisfaction. Participated in extensive training on the Nielsen market analysis tool.

- **Client gained 3% market share in the commodity food category (equivalent to approximately \$20 million in additional retail sales).**

**Make Your Mark Marketing Firm, Chicago, IL**  
Associate, Consumer Practice | 06/2007 - 06/2010

Served in a developmental capacity of a five-person group. Selected to participate in the Management Development Rotation Program (MDRP) with assignments in several areas to include business development, project management, and strategic planning. Instrumental in developing a robust marketing plan proposal for organic, non-GMO lunchbox foods for kids.

**Notable Achievements:**

- Earned JonesFlores Innovation Accomplishment Award
- During recession continued renewed billing opportunities for client resulting in increased billings of 12%, 2009
- Captured account with a cleaning product company that produced \$1.8 million

**KEY TECHNOLOGIES**

<b>SOCIAL MEDIA</b>	<b>AUTOMATION TOOLS</b>
<b>FACEBOOK</b>	<b>APPIAN</b>
<b>INSTAGRAM</b>	<b>SILK TEST</b>
<b>TWITTER</b>	<b>HOOTSUITE</b>
<b>YOUTUBE</b>	<b>HUBSPOT MARKETING</b>

**EDUCATION**

**Southern New Hampshire University**

Hooksett, NH  
12/2015

**Master of Science: Marketing Management**

**Focus: Social Media Marketing**

**Tulane University**

New Orleans, LA  
05/2009

**Bachelor of Business Administration: Marketing**