

Marketing Director

Award-winning leader with hands-on experience controlling end-to-end marketing procedures, executing strategic marketing activities, providing team leadership, and rolling out compelling advertisement campaigns to boost revenue.

Accomplished marketing professional with proven success initiating and executing robust multi-channel marketing strategies and plans to maximize consumer engagement and retention in both B2B and B2C applications. Adept at identifying and implementing budgeted marketing campaigns that fulfil corporate objectives and exceed expectations. Expert at providing leadership to high-performance teams in terms of development and training for performance enhancement. Excellent verbal and written communicator; capable of building and maintaining strong collaborative relationships with diverse range of partners, customers, and vendors. Ability to shape and harness qualitative and quantitative research to facilitate top-management in decision-making.

Areas of Expertise

- Strategic Marketing
- Omnichannel Campaigns
- Vendor Negotiations
- Team Leadership
- Lead & Revenue Generation
- Market & Competitor Research
- Issue Resolution
- Market Share Growth
- Customer Engagement

Career Experience

Rise Communities, Katy, TX
Marketing Director

2017 – Present

Oversee end-to-end marketing operations based on targeted audience, including creation of strategy, branding, and effective communication. Execute the process of client interaction by heading various teams with diverse-facing audiences. Participate in non-profit and community organization support efforts on company's behalf. Facilitate President and stakeholders on daily basis by presenting accurate reports based on analysis of marketing prospects.

- Devised robust strategies and plans by recognizing strengths and challenges using omni and multi-channel marketing to multiple audiences, both B2B and B2C.
- Devised and implemented long-term market share growth strategies, projects, and plans by collaborating with President.
- Surpassed company goals by generating record-breaking leads and sales.
- Proposed and implemented lead management strategies to improve targeting, awareness, and goals.
- Spearheaded relationship aspects of company by maintaining strong partnerships with agencies, advertisers, vendors, and other media organizations.
- Built, directed and led a team of several direct reports by utilizing leadership skills, resulting in low employee turnover.
- Generated savings of hundreds of thousands of dollars by formulating results-oriented in-house marketing campaigns.

Johnson Development, Houston, TX
Marketing Director

2012 – 2016

Provided leadership to manage end-to-end marketing activities for Realtors, builders, and general public. Ensured utilization of several account/community budgets of \$5M a year, cumulatively. Conducted and presented critical analysis on data collected from digital and foot traffic and sales. Participated in Sienna Plantation Residential Association Board by acting as a developer representative.

- Devised and rolled out award-winning marketing campaigns, promotions, and events for multiple accounts/communities (ABM) using a mix of omni-channel marketing strategies.
- Maximized company revenue by building awareness, increasing traffic and accelerating sales.
- Improved digital presence of company by implementing effective social media and internet tactics.

- Garnered more than 5K attendees by planning, organizing, and advertising successful events, ranging from grand openings to annual community festivals for multiple communities/accounts.

Additional Experience

Marketing Coordinator, PreCash, Inc., Houston, TX

Compressor Engineering Corporation, Houston, TX

Volunteer Experience

Member of the Ft. Bend Junior Service League

Fort Bend Chamber Leadership program

Central Fort Bend Chamber Leadership program

Committee Chair of the Ft. Bend Literacy Council Reading Between the Wines

Co-Chair of the Ft. Bend Literacy Council Great Grown-up Spelling Bee

Committee member of Access Health's Heart of Fort Bend

GHBA SMC Board

Education & Certifications

B.B.A., Business Administration and Marketing Degree

Houston Baptist University

Certification in InDesign, Level I & II

Digital Training & Designs; an Adobe Authorized Training Center

Certification in Photoshop, Level I & II

Digital Training & Designs; an Adobe Authorized Training Center

Awards

TAB Star Award Best Developer Rise Communities (Cane Island), 2018

GHBA MPC of the Year Harvest Green, 2017

GHBA MPC of the Year Sienna Plantation, 2016

GHBA Grand Award Developer of the Year, 2015

GHBA Event Billboard of the Year, 2015

GHBA B2C Direct Mail of the Year, 2015

GHBA Best Radio Commercial, 2015

GHBA MPC of the Year Cross Creek Ranch, 2014

GHBA Best Internet Marketing Campaign, 2014

GHBA Best Direct Mail Piece, 2014

Technical Proficiencies

- Mail Chimp
- Constant Contact
- Google Analytics
- AdWords
- SEO
- iMovie
- Hubspot
- Salesforce
- MS-Office
- Quark
- Acrobat
- Adobe Creative Suite