

PROFESSIONAL SUMMARY

Experience in Digital Marketing, Creative Strategy and Client relations. Known for developing innovative solutions that enhance brand visibility and customer retention. Skilled in leading cross-functional teams, optimizing diagnostic solutions, and implementing process improvements that significantly boost efficiency and client satisfaction.

EMPLOYMENT HISTORY

SEP 2024 - JAN 2026

Meta Marketing Professional, Sutherland Global

- Managed high-revenue advertiser accounts and increased campaign ROI with targeted spend strategies.
- Developed strategic marketing plans that delivered measurable results in user acquisition and engagement.
- Led cross-functional teams to execute campaigns, improving campaign delivery efficiency and outcomes.
- Analyzed market trends to optimize strategies, resulting in increased customer retention.
- Collaborated with advertisers to enhance product offerings, driving revenue growth.
- Resolved marketing challenges, ensuring seamless campaign execution and positive outcomes.
- Led a team as Change Manager and SME through complex transformations, designing scalable change strategies to align employees and advertisers with Meta's platform goals.
- Engage in round table discussion with Meta leadership to give feedback on upcoming marketing strategy's, issues and pilot technology.

APR 2024 - SEP 2024

Coordinator, UR Medicine Home Care

- Occasionally produce graphics for company marketing.
- Coordinated home care services, improving patient satisfaction by 18% through efficient scheduling.
- Streamlined communication between medical staff and patients, reducing response time by 22%.
- Facilitated staff training programs, resulting in a 15% increase in overall team performance.
- Coordinate care services, fostering strong relationships with clients and healthcare providers to ensure seamless support and improved patient outcomes.
- Implement new coordination strategies, leveraging technology to improve communication and enhance the overall quality of home care services.

NOV 2021 - APR 2024

Support Specialist, Ortho Clinical Diagnostics

- Enhanced support processes, achieving a measurable reduction in client wait times and boosting efficiency.
- Collaborated with cross-functional teams to address complex technical issues, optimizing diagnostic solutions.
- Cultivated strong partnerships across departments, facilitating seamless resolution of technical challenges and enhancing diagnostic solution performance.
- Implemented process improvements that led to measurable increases in support efficiency, directly impacting client satisfaction and operational effectiveness.

EDUCATION

AUG 2023 - MAR 2026

Associates, Bryan University, Tempe, AZ

UX/UI Design, Graphic Design

SEP 2007 - JUN 2014

Advanced Arts Regents Diploma, School of The Arts, Rochester, NY

Skills: Graphic Design · Typography · Visual Design · Adobe Acrobat · Sketch Theory · Color Theory

SOFTWARE

Adobe CC (XD, Indesign, Photoshop & Illustrator) Figma, Miro, HTML, CSS, Microsoft Office, Meta Business Suite, Google Ads Library

TECHNICAL SKILLS

Marketing Funnel, SEO, Wire-framing, Prototyping, Usability Testing, Interface Design, Mockups, Flow Diagram & Style Guides.