

LUCY MERINO

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SUMMARY:

Since entering the field of marketing in 2011, I have built a track record of blending analytical thinking with creative ability to produce marketing results for a wide variety of businesses using both digital & traditional mediums. From managing cross-functional marketing teams as an independent business owner, to planning & implementing campaigns as an in-house marketing director, I have excelled at both strategy & project oversight. I enjoy working in a collaborative team setting, especially in B2B environments.

FEATURED SKILLS:

- Copywriting, editing, and proofreading
- Commercial writing & producing
- Google Adwords Certified Individual
- Wordpress, HTML, CSS
- Adobe InDesign, Illustrator, and Photoshop
- Windows, Mac & Linux OS

EXPERIENCE:

- 2016-Now** ● **Marketing Director (BendTel | Bend OR)**
Plan & produce brand-building & lead-generating marketing campaigns; manage digital presence (website, social media, and paid digital); boost brand visibility through the design of new building signage, employee apparel, and vehicle wraps; develop miscellaneous print collateral (brochures, web-sites, fliers); coordinate marketing events.
- 2011-2016** ● **Marketing Consultant (MKT Agency | Bend OR)**
Provided comprehensive marketing services, from marketing plan creation to campaign implementation (digital & traditional channels). Doubled the amount of qualified incoming leads for a local law firm, and increased hot tub sales at a local retail store by 40%. Advanced to supervising a team of 3 marketers.
- 2011** ● **Digital Marketer (406 Strategies | Bend OR)**
Performed keyword research, link building, and content creation to enhance the online visibility of businesses in the healthcare & financial services fields. Helped maintain company blog. Assisted with client acquisition.
- 2007-2010** ● **Case Analyst (Epiq Systems | New York NY)**
Coordinated mailings to holders of public securities, fielded investment-related inquiries from stakeholders, tabulated ballots, and trained new hires in these areas. Acted as primary accounting liaison for our department.
- 2003-2007** ● **Cleaner & Janitor (Self Employed | New York NY)**
Provided cleaning and maintenance services to a large commercial and residential clientele while attending college.
- 2000-2002** ● **General Laborer (Pacific States Equipment | Buhl ID)**
Worked in all aspects of family farm equipment business, especially customer service and administrative areas. Also assisted with sales lot maintenance and equipment assembly and tear-down.

EDUCATION:

Baruch College, CUNY (New York NY)
2007 Bachelor's Degree in International Marketing

College of Southern Idaho (Twin Falls ID)
2001 Associate's Degree in General Business.

REFERENCES & PORTFOLIO:

References are available on request. For work samples and additional information, please visit lucymerino.com.