

Resume 849

OBJECTIVE:

Highly motivated professional with sharp business instincts, exceptional marketing acumen and people management expertise. Impressive track record of meeting performance expectations and improving bottom-line profitability and revenue gains. Customer centric team player credited for driving brand awareness / campaigns, generating business opportunities, and increasing customer satisfaction. Possesses outstanding communication skills with a solid reputation for high-moral character and work ethic.

SUMMARY OF QUALIFICATIONS:

- Skilled in marketing for Profit and Non-profit companies, developing strategic marketing plans, budgets and implemented them into business plans as well as promotional events
- Experience delivering uncompromising highest standards of customer service and support in the sales, service, and finance industries, determining needs and requirements, assisting customers with their product/service selections and requests, offering intelligent solutions customized to individual needs, and resolving issues to their complete satisfaction.
- Knowledgeable with computers; Windows, Microsoft Office programs such as Publisher, Word, Excel, and Adobe Suite
- Establishes rapport quickly with a diverse customer population, encouraging repeat business, and building long-term customer relationships
- Strong communications, detail-oriented, analytical, and problem-solving skills
- Multi-tasks efficiently, learns new systems quickly, and completes projects on or ahead of deadlines
- Self-motivated and confident, and works well in an independent or team setting.

EXPERIENCE:

08/2022 - Present ***Marketing Professor***

Bryant & Stratton University, Getzville, NY

- Design and deliver lectures, develop course materials, create assignments and assessments, and guide students through projects related to marketing principles and practices.
- Advise students on their academic and professional paths, providing guidance on research projects, and helping them explore career opportunities in marketing.
- Stay current with industry trends, new marketing strategies, emerging technologies, and changes in consumer behavior to ensure teaching materials and research remain relevant and up-to-date.
- Responsible for reviewing and textbook and other coursework changes with the academic department chair and other full-time faculty teaching the course.

07/2020 - Present ***Marketing Manager***

Lakeview Animal Sanctuary, Lockport, NY

- Develop and execute comprehensive marketing strategies to drive brand awareness and lead generation.
- Oversee digital marketing campaigns, social media, email marketing, and PPC, resulting in an increase in online engagement.
- Build strategic relationships and collaborate with key industry players, agencies and vendors.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds accordingly.
- Conduct market research and analysis to identify emerging trends and opportunities, resulting in an increase in market share.

05/2020 – Present ***Photographer / Owner***

Brochin Photography, North Tonawanda NY

- Founded and manage a successful photography business specializing in portrait, wedding, and commercial photography.
- Cultivate and maintain client relationships, resulting in an increase in repeat business and referrals.
- Develop and execute marketing strategies, social media campaigns and collaborations, leading to a growth in client base.
- Create and deliver high-quality images, editing as required, meeting client specifications and expectations, resulting in numerous positive testimonials and reviews.

11/2020 – 09/2023 ***General Manager***

GO Carwash, North Tonawanda, NY

- Directed and managed day-to-day operations of the carwash facility, ensuring efficient workflow and optimal customer service.
- Developed different marketing strategies to promote business and ensure we reached established monthly goals.
- Learned and understood the performance business data and applied it fairly to daily operations and decisions in effort to increase productivity.
- Responded accurately and on time to all administrative duties and deadlines including employee scheduling, evaluations, deposits, and inventory.

08/2021 – 11/2020

Manager

Hertz Corporation, North Tonawanda, NY

- Drove excellence in daily business operations and fostered company-wide culture of customer service excellence.
- Recommended creative communication strategies that enhanced marketing and promotional activities.
- Worked closely with team to optimize workflow efficiencies, delivering results through motivation and accountability.
- Developed, Drafted, and performed annual maintenance budgets for the area.

07/2020 – 08/2021

Assistant Property Manager

National Church Residences, Wheatfield, NY

- Managed all stages of maintenance and daily operations of the church residences, maximizing rental value and lowering vacancy rate below 1%.
- Conducted site visits and proactively identified opportunities that maximized team performance metrics and KPI's, and improved operational efficiencies.
- Coordinated with vendors and contractors for repairs, renovations, and maintenance work, optimizing property conditions.
- Supported the Property Manager in budgeting, financial reporting, and rent collection activities.

05/2019 – 11/2019

Veterinary Assistant

Speak Animal Hospital, Binghamton, NY

- Coordinated all veterinary care procedures and promoted the best quality animal care in adherence with OSHA regulations, safety protocols and guidelines.
- Facilitated timely completion of all assigned projects to maximize veterinarian's productivity while ensuring accurate maintenance of all animal records.
- Administered medications and treatments as directed by veterinarians, and provided post-operative care.
- Educated pet owners on topics such as medication administration, post-operative care, and general animal wellness.

06/2018 – 12/2018

Manager

Our Home Doggie Daycare, Jonesborough, TN

- Served as patient advocate and provided support in animal rooms, continually maintaining exceptional service delivery at every transaction.
- Provided innovative marketing ideas that positioned the company as a value-add solution among competitors and commended for exceptional performance.
- Interacted with clients to address inquiries, concerns, and to ensure high customer satisfaction.
- Developed and implemented enrichment programs, activities, and playtime to ensure a stimulating and enjoyable environment for the animals.

01/2017 – 01/2019

Marketing Assistant

Washington County Humane Society, Jonesborough, TN

- Continually met and exceeded organization expectations and performance metrics, minimized bottlenecks, and maximized profitability and revenue growth.
- Actively participated in departmental performance improvement activities and mentored new hires on processes and procedures.
- Managed content creation, including copywriting and graphic design for marketing materials.
- Provided administrative support by organizing meetings, maintaining schedules, and managing communication with clients and vendors.

EDUCATION, ACHIEVEMENTS & ASSOCIATIONS:

Currently enrolled for PCM Marketing Management Certification

Masters Business Administration - 2022

Maryville University, St. Louis, MO

Bachelor's Degree – Criminal Justice & Criminology - 2019

East Tennessee State University, Johnson City, TN

Associate's Degree – Paralegal - 2020

Eastern Gateway Community College, Youngstown, OH