

## MARKETING COORDINATOR

### Professional Summary

Marketing Coordinator offering 10 years' experience. Capable and focused on delivering high quality service. Proactive team player and coaching abilities. Excellent attention to details. Well organized and self-motivated. Focus on process improvement. Strong time management skills and ability to work under pressure, meet tight timelines and manage multiple tasks simultaneously. Skilled at developing and maintaining effective communication channels with clients, peers and administrative staff.

### Skills

- Marketing plan
- Media Plan
- Budgeting
- Advertising & Public Relations
- Strategic communications
- Brand Management
- Events Management
- Public Relations Campaign
- Public Relations Writing
- Publicity
- Retail promotions
- Time management
- Proofreading
- Advertising, Newsletter
- Agency, Organizing
- Brand Management, Organizational
- Brochures, Presentations
- Budgets, PR
- Budget, Press releases
- Budgeting, Pricing
- Competitive, Producing
- Content, Profit
- Contract negotiation, Project management
- Database, Promotional materials
- Management, Proofreading
- Special events, Public Relations
- Graphics, Public
- Inventory, Relations
- Logistics, Publicity
- Marketing strategies, Research
- Marketing plan, Retail
- Marketing, Sales
- Market, Strategy
- Marketing communications, Strategic
- Marketing and communications, Time management
- Materials, Trade shows
- Media relations, Translation
- Meetings, Web pages
- News releases

### Work History

Marketing Coordinator , 02/2017 to Current

Company Name " City , Puerto Rico

- Coordinate and implement monthly US promotional circulars adaptations to PR Market by do translation, pricing and audit report.
- Implement marketing and advertising campaigns.
- Translate and adapt corporate material to PR market.
- Liaised with Marketing Manager to manage and deliver marketing and communications plans.
- Work with Marketing Manager to determine budget distribution and manage expenses to that budget.
- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Perform competitive researches by identifying and evaluating product characteristics, pricing and advertising.
- Support pricing team on PR Market pricing strategy.
- Provide project management for all assigned projects, ensuring deadlines are met.
- Coordinate creation and printing of internal marketing material requests.
- Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.
- Assist and support 11 PR Stores when necessary for events such as grand openings or other special events.
- Establish and maintain effective communication and working relations with internal and external partners.

Marketing Coordinator , 02/2015 to 02/2017

Company Name " Puerto Rico

- Coordinating marketing projects and activities as requested.
- Provide support to marketing department.
- Preparing marketing reports with descriptive brief summary and visual evidence of all local activities to share with the manufacturer in Korea.
- Develop marketing communications campaigns.
- Preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations.
- Ensure that messages are supportive of and consistent with marketing strategies.
- Coordinate flow of information and communication and disseminate it according to plan strategy.
- Producing additional marketing communications, such as flyers, brochures and exhibition-related projects.
- Work with manager and business units to determine budget and manage expenses to that budget.
- Identify, develop and execute communications strategy for key media contacts and customer references.
- Research media coverage and industry trends.

- Improve communication efficiencies within company.
- Responsible for creating and delivering marketing ideas and activities for 13 dealer partners.
- Organizing production of branded items such as stationery and merchandise.
- Assisting with artwork production.
- Keep record of all advertising agency requests and estimates to facilitate bill process.
- Accomplishes organizational goals by accepting ownership to complete new and different requests.

Events & Public Relations Coordinator , 06/2010 to 01/2015

Company Name " Puerto Rico

- Coordinate details of events such training, launches, business meetings, trade shows, including site selection/contract negotiation, registration database management, and on-site management.
- Coordinate event logistics, including registration, attendee tracking, presentation, materials support and pre- and post-event evaluations.
- Work closely with hotels and other vendors to ensure that all company requirements are fulfilled.
- Calculate budgets and ensure are adhered to.
- Promote products and services through public relations initiatives.
- Create and deliver press releases, media relations content and corporate newsletter content.
- Updates Web pages uploading new products information, upcoming events and news.
- Develop reports of budget, return of investment and others.
- Keep inventory of promotional materials.
- Supporting in-house marketing and design team by coordinating and collating content.
- Track competitor publicity activity and prepared comparative report to identify opportunities.

Public Relations Intern , 08/2009 to 06/2010

Company Name " City , Puerto Rico

- Create Publics Relations Pieces as news releases and media kits.
- Developed, planned, and executed advertising campaign using social media as Facebook, Twitter and YouTube.
- Updates Web pages uploading new products information, upcoming events and news.

Education

BA : Communication, Public Relations and Advertising , 12/2009

University Of Puerto Rico R o Piedras

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Certifications

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- Brand Management
- Events Management
- Public Relations Campaign
- Public Relations Writing
- Publicity
- Retail promotions
- Time management
- Proofreading

Skills

- Advertising, agency, Brand Management, brochures, budgets, budget, Budgeting, competitive, content, contract negotiation, database
- Management, special events, graphics, inventory, logistics, marketing strategies, Marketing plan, Marketing, Market, marketing communications, marketing and communications, materials, media relations, meetings, news releases, newsletter, Organizing, organizational, presentations, PR, press releases, pricing, Producing, profit, project management, promotional materials, Proofreading, Public Relations, Public
- Relations, Publicity, Research, Retail, sales, strategy, Strategic, Time management, trade shows, translation, Web pages