

WENDY MORENO

SR. MARKETING COORDINATOR

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PROFESSIONAL SUMMARY

Senior Marketing Coordinator experienced in developing and executing data-driven marketing strategies to drive brand awareness and achieve business goals. Proficient in market research, data analytics, and competitor analysis to inform strategic decision-making. Skilled in digital marketing, including collateral design, website management, social media campaigns, and email marketing. Collaborative team player with a strong attention to detail and a track record of delivering impactful marketing initiatives. Known for adaptability, with the ability to seamlessly transition into any environment and tailor skillsets to the specific needs of the job at hand, ensuring effective and versatile contributions to the marketing landscape.

EDUCATION

NYU STERN SCHOOL OF BUSINESS

Bachelors of Science in Marketing 2019-2023

Relevant Coursework

- Consumer Behavior
- Luxury Marketing
- Research for Customer Insights
- Global Marketing Strategy
- Social Media Strategy

TOWNVIEW MAGNET CENTER

Marketing High School Track 2015-2019

Relevant Coursework

- Marketing
- Advertising
- Audio and Video Production
- Financial Literacy
- Management
- Microsoft Office Essentials

CAREER HISTORY

SENIOR MARKETING COORDINATOR

June 2023 - Present

TI COMMUNITIES - PROPERTY MANAGEMENT WITH A PURPOSE

- Contribute to broad marketing initiatives by designing and implementing aesthetically pleasing property signage, supporting a cohesive and visually appealing brand image for TI Communities', enhancing marketing effectiveness.
- Successfully manage end-to-end event logistics, including vendor coordination, budget management, and communication, ensuring seamless execution of events.
- Oversee email blasts and event marketing for 20,000+ residents, conducting A/B testing and data analysis reports to boost participation.

DIGITAL MARKETING INTERN

Jan. 2022 - July 2022

SHINES

- Crafted and executed effective social media communication strategies, resulting in a 90% resolution rate for customer inquiries and feedback.
- Conducted monthly email and SMS marketing campaigns that boosted engagement and sales by 15%, utilizing segmentation and personalization techniques to target specific customer groups.
- Collaborated with clients on product management via Shopify, ensuring accurate pricing during sales and promotions, managing inventory, and coordinating fulfillment logistics.

MARKETING COORDINATOR

Sep. 2020 - June 2022

RENAISSANCE MANAGING GENERAL AGENCY, LLC

- Managed the development of marketing collateral, including brochures, presentations, and sales materials, ensuring brand consistency and effective messaging during trade shows, resulting in the recruitment of over 85 adjusters to the team.
- Demonstrated cost-saving initiatives by successfully reducing company expenses by over \$20,000 through strategic sourcing and optimizing internal site usage, without compromising quality or productivity.
- Partnered with project managers to create engaging infomercials, writing scripts and developing storyboards.

SKILLS & CERTIFICATIONS

- Marketing Strategy
- Brand Management
- Market Automation Tools
- Writing and Communication
- Strategic Planning
- Team Leadership
- Event Logistics & Operations
- Data Mining & Collection
- Adobe Photoshop & Illustrator
- Google Data Analytics Certification
- Google Project Management Certification
- Microsoft Office Certification