

# TATIANA GONZALES

MARKETING COORDINATOR

## MY BACKGROUND

I am an accomplished creative professional with a proven track record in all aspects of the creative process: conceptualization, planning, and execution.

## PROFESSIONAL SKILLS

Leadership	●	●	●	●	○
Time-Management	●	●	●	●	○
Strategic Planning	●	●	●	●	●
Communication Skills	●	●	●	●	●
Project Scheduling	●	●	●	●	○
Creativity	●	●	●	●	●

- Proficient at Client Retention.
- Excellent experience in Lightroom & Photography editing.
- Working knowledge of Wordpress, Squarespace & Wix.
- Able to manage and implement Social Media campaigns.
- Excellent written and verbal communication skills.
- Excellent editing skills.
- Able to design, manage and execute email marketing campaigns.

## CONTACT ME:

Phone: 831.706.6087

Address: 2215 Sears St, Philadelphia  
PA 19146

Email: Tatianaarielgonzales@gmail.com

## MAIN INTERESTS

- Visual Branding
- Digital Marketing
- Photography (portrait and landscape)
- Interior Design
- Video Production

## WORK BACKGROUND

### Marketing Coordinator

*Ferrarini & Co./ Philadelphia, PA 2017-2019*

- Growth development for Ferrarini brand by increasing awareness, revenue, and overall market share with digital branding
- Strategic Marketing plans executed on social platforms including Instagram, Facebook, Pinterest and Squarespace.
- Digital branding for company web design, photoshoot planning along with creative brand direction scheduling and execution.
- Lead Generation, along with client customer care
- Email Marketing and content creation for brand
- Executive assistant to CEO - Calendar planning, appointment scheduling along with daily agenda operations

### Social Media Strategist

*Senjoi/ San Jose, CA 2016-2017*

- Full-Time manage social media accounts, creating original photography/content and marketing strategies. Involved with everyday team building and communication.
- Supervise and direct brand visual appearance and representation.
- Brand growth and recognition through all social platforms such as Twitter, Pinterest, Instagram, Facebook, and Snapchat.
- Creative Writing for blog postings and blog commenting for company webpage.
- Data Entry for social media analytics, tracking growth and progress to strengthen the company's brand.
- Admin Work
- Manage client customer service, personal and business calendar and bookings.
- Organized events, time-managed data entry and internet research.
- Book business/ personal travel.
- Structure powerpoint presentations and emails for client.

### Marketing Assistant

*RW. Garcia | San Jose, CA 2015-2016*

- Responsible for creative and professional social media strategies on four separate accounts (Instagram, Twitter, Facebook, Pinterest) and responsible for UI design of company website <http://rwgarcia.com/>
- In charge of organizing, creating and editing public videos/photography promoting and advertising brand
- Involved with everyday teamwork and communication skills
- Admin Work
- Daily email managing, responding and constructing structured email campaigns.
- In charge of customer service phone calls.
- Organized daily, and monthly scheduling and calendaring for personal and business events, travel and meetings.
- Effective note taking during meetings and professionally typed and sent to team for growth and productivity.

## EDUCATION BACKGROUND

### Temple University

*Bachelors in Communication Studies  
2015*