

MARKETING COORDINATOR

Professional Profile

Results-oriented Marketing professional who drives company growth through creative and innovative marketing strategies.

Qualifications

- Tactical Planning
- Marketing and sales specialist
- Retail Marketing
- Organized and efficient
- Advanced computer proficiency (both PC and Mac)
- Customer Relationship Management (CRM)
- Excellent communication skills
- Goal-oriented
- Business negotiation
- Inspiring team leader
- Bilingual in [English - Spanish](#)
- Financial reporting
- Effective team player
- Creative

Experience

Marketing Coordinator Jul 2012 to Apr 2016

Company Name 1/4 City, State

Taco Palenque 18 locations (10 cities)

Laredo, Cotulla, San Antonio, New Braunfels, Houston, Mission, Edinburg, McAllen, Weslaco and Brownsville.

â€

Palenque Grill 5 locations (3 cities)

Laredo, McAllen and San Antonio.

Pollo Palenque 5 locations (2 cities)

Laredo and McAllen.

â€

Managed, developed and improved the schools food courts project for Taco Palenque branch.

Image change for Taco Palenque's branch fleet.

Customer Relations Management.

Creative producer of concepts and script for TV and radio advertising for all branches: Taco Palenque, Pollo Palenque, Palenque Grill and Tensai Sushi.

Conceptual Image Creative for all branches.

Web content and design development for Taco Palenque, Palenque Grill and Pollo Palenque.

New product launching campaigns creative.

Consumer trends analysis.

Successfully exceeded sales and transactions goals in different LTO's through marketing campaigns with Taco Palenque.

Improved same store sales by increasing ticket avg and transactions through strategic marketing programs.

Lead additional sales by reaching new and specific target markets.

Coordination of campaigns, special events and pricing with franchisees.

Financial analysis, reporting and tracking of all promos and special sales for Taco Palenque branch.

Taco Palenque's and Palenque Grill's menu analysis and engineering for redesigning.

Drive-thru improvement project initiative and development.

Store opening event coordination.

Official Voice-over talent for Taco Palenque and Palenque Grill.

Marketing Campaign Manager Oct 2010 to Dec 2010

Company Name 1/4 City, State Created, organized and executed "Un día de tu salario" Regional Marketing campaign (4 cities), implementing creative ads, public speeches, media management and working in conjunction with other organizations, reaching and exceeding the collect amount goal.

Public Relations Coordinator Mar 2010 to Jun 2010

Company Name 1/4 City, State

Sales team leader. (team of five)

Client relations supervisor.

Customer database management.

Public Relations Advisor Jan 2010 to Mar 2010

Company Name 1/4 City, State

Customer service associate.

Client relations.

Client database management.

Direct sales.

Logistics Coordinator Sep 2008 to Oct 2009

Company Name 1/4 City, State

Organization and development of the first international rally promoting gender equality, where the youth of both Laredos participated.

Coordination of all the events and projects of the institute.

Digital engagement supervisor.

Auditor Apr 2006 to Jun 2006

Company Name 1/4 City, State

In charge of the entire hotel operation during the night shift.

Reconciling all hotel cashier transactions.

Reviewing, organizing and compiling management reports on a timely basis.

Ensuring the accuracy of guest billings.

Communicating concerns and/or related issues to all levels of management and performing guest service agent duties as required, including check-in, check-out, switchboard operation and reservations.

Front Desk Sep 2005 to Apr 2006

Company Name 1/4 City , State

Check-ins and check-outs of walk-ins.

Making online and call reservations for customers.

Dealing with all the customer related needs and issues.

Maintain guest history files on all guests.

Issue safe deposit boxes to guests and ensure security of key.

Resolve discrepancies on the room status report with Housekeeping.

Maintain complete knowledge at all times of all hotel features/services, hours of operation, room types, numbers, layout, decor, appointments and locations, room rates, special packages and promotions.

â€

Owner Jan 2005 to Jan 2012

Company Name 1/4 City , State

Buy-sell cars, trucks, motorcycles, heavy machinery, among others, I have my DEALER credential, with which I have access to most U.S. auctions, we buy in different places as in the states of Georgia, Florida, Oklahoma, among others, in addition to this we provide import-export services and shipping of both goods and vehicles.

Education

BBA , Marketing and Advertising 2010 Centro de Estudios Superiores Royal 1/4 City , State , Mexico

Graduated First in Class of 2006-2010 for Academic Achievement.

President of the Alumni Society. Period: 2008-2009.

â€Student government representative. Period: 2008-2010.

â€Founder and Secretary of the Royal College Lions Club. Period: 2008-2010.

High School Diploma 2005 Instituto Anglo Espaol de Nuevo Laredo 1/4 City , State , Mexico

Personal Information

- Place of Birth: Tampico Tamaulipas
- Date of Birth: February 6th, 1988
- Present Resident in Nuevo Laredo Tamaulipas, Mexico.
- Sex: Male
- Status: Single
- Hobbies: Outdoor Sports, running, hunting and fishing.

Interests

Marketing

Business Development

Advertising

Sales

Management

Public Relations

Corporate Negotiations

Administration

Training

â€Information Managementâ€.

â€The best serviceâ€.

Both awarded by: Hotel Hilton Garden Inn Nuevo Laredo

â€

"How to talk and express properly in public"

Presented by: Centro Educativo y de Expresion Oral (CEEEO)

Skills

Microsoft Office programs proficiency.

Tableau Marketing Software.

Basic knowledge of Photoshop.

Public speaker.

â€Voice-over talent.

Additional Information

Participation in the forum "Youth Proposal"

Proposal: â€Creation of the Municipal Institute of Culture" (Winner)

Organized by: Fundaci3n Colosio AC Nuevo Laredo

Logistics Support Hug Ceremony.

Organized by: Washington's Birthday Celebration Association (WBCA)

Logistics Support in the Anheuser Bush Parade.

Organized by: Washington's Birthday Celebration Association (WBCA)

Logistics Coordination Mexican Night: A Presentation of Mr. & Mrs. International.

Organized by: LULAC Council # 12. Â Â Â

Binational Affairs Logistics Support for the Regional Municipality.

Assistant Director: Mr. Gerardo Lozano RendÃn

Logistics Support to the Regional Municipality.

Organization: Presidential LogisticsÂ