

Bilingual Marketing and Business Development professional with 8 years of experience supporting growth through client engagement, CRM management, integrated marketing and strategic partnerships. Experience spans residential real estate and mortgage lending, construction equipment, commercial manufacturing, research and higher education. Skilled in developing client-focused communications, coordinating cross-functional initiatives and translating marketing strategy into measurable business outcomes.

EXPERIENCE

Marketing Manager

Assurance Financial | March 2025 - Current

- Cultivate relationships with real estate agents, past clients and prospective borrowers to support residential mortgage growth and referral opportunities.
- Manage client and prospect engagement through Total Expert CRM, tracking activity and executing targeted follow-up strategies.
- Develop marketing initiatives that generate leads and strengthen visibility within the residential real estate and lending market.
- Coordinate networking events, educational workshops and community partnerships designed to expand professional relationships and market presence.

Marketing Director

CraneWorks | October 2023 - December 2024

- Directed marketing strategy for a multi-location construction equipment company, partnering with sales and leadership to expand market visibility and generate new business.
- Developed campaigns and sales collateral that supported a 30% increase in truck sales.
- Executed digital marketing initiatives that contributed to a 50% increase in website-generated leads.
- Led large-scale industry and community events that strengthened customer engagement, brand awareness and regional relationships.

Communications Specialist

Southern Research | July 2022 - September 2023

- Led internal communications across a seven-building scientific research campus, translating complex organizational and technical information for diverse stakeholders.
- Coordinated communications for major facility renovation and development initiatives, working with internal teams and external construction partners.
- Developed communication strategies and digital channels that increased employee engagement by 30%.
- Partnered with executives, department leaders and project stakeholders to coordinate high-priority organizational initiatives.

Graphic Designer

Autocar Trucks | July 2020 - August 2022

- Translated technical commercial-truck specifications into client-focused marketing and sales materials for vocational and industrial markets.
- Produced a series of product brochures, digital advertising and trade-show materials supporting sales and business development activities.
- Collaborated with sales, product and technical stakeholders to develop messaging tailored to customer needs and market applications.
- Supported industry events and product marketing initiatives designed to strengthen prospective customer engagement and market visibility.

Social Media Marketing Assistant

University of Alabama at Birmingham | June 2018 - May 2020

- Supported marketing initiatives associated with UAB's \$1 billion fundraising campaign, developing digital content to advance institutional visibility and engagement.
- Launched UAB's first student influencer program, building relationships with student ambassadors and growing its Instagram audience to 927 followers.
- Executed digital campaigns that contributed to a 40% increase in Facebook impressions and expanded audience reach.
- Collaborated with university departments and campus stakeholders to coordinate promotional initiatives and develop audience-focused content.

EDUCATION

University of Alabama at Birmingham (UAB) | Birmingham, AL | December 2017

- *Bachelor of Science in Marketing Management*
- *Minor in Spanish*
- *Year-long Study Abroad Program | Bilbao, Spain | May 2017*

CORE COMPETENCIES

Business Development & Client Relations

Business Development • Client Relationship Management • CRM Management • Lead Generation • Client Engagement • Strategic Partnerships • Sales Support • Market Research

Marketing & Growth Strategy

Integrated Marketing • Market Development • Campaign Strategy • Sales Enablement • Content Strategy • Competitive Research • KPI & ROI Analysis • Event Marketing

Project & Stakeholder Management

Cross-Functional Collaboration • Stakeholder Management • Project Coordination • Client-Facing Communications • Presentation Development • Event Planning • Vendor Coordination

Technology & Platforms

Total Expert CRM • Microsoft Word • Excel • PowerPoint • Adobe InDesign • Photoshop • Illustrator • Canva • Mailchimp • Meta Ads Manager • Google Analytics

LANGUAGES

English: Native/Fluent

Spanish: Bilingual/ C1 Advanced Proficiency (CEFR)

PROFESSIONAL AFFILIATIONS

Chief Marketing Officer Institute — Alumni

Birmingham Art Alliance — Active Member

Birmingham Museum of Art — Volunteer