

MARIA GUEVARA-CLAYTON

Fresno, CA

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SUMMARY

Digital Marketing Campaigns | Marketing Strategies & Communication | Project Management & Leadership

Talented and results-producing marketing professional with a proven record of accomplishment in the development and implementation of strategic marketing and communication plans, programs and deliverables that achieve bottom line results. Proficient in developing data-driven marketing campaigns and strategies, successfully managing a marketing team, and monitoring campaign performance. Demonstrated success in designing and implementing core digital marketing plans.

- Skilled in identifying customer needs and industry trends that assist in planning and executing strategic marketing plans. Armed with excellent communication and leadership skills.
- Technically competent with Microsoft Office Excel, Outlook, PowerPoint, SharePoint, Teams, Word, Adobe Photoshop, Google Analytics, Mailchimp, SurveyMonkey, WordPress and Wix.

CORE COMPETENCIES

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|-----------------------------|------------------------------------|--------------------------------|
| • Brand Development | • Multimedia Marketing | • Research & Storytelling |
| • Channel Strategy | • Audience Growth | • Strategic Planning |
| • Customer Acquisition | • Email & Inbound Marketing | • Survey Creation |
| • Data Analysis | • Web Analytics | • Copywriting |
| • Direct Marketing Campaign | • Website/Landing Page Maintenance | • Event & Trade Show Marketing |

PROJECTS ACCOMPLISHED

Marketing Manager

Aug 2020 – Mar 2022

KW automotive North America, Inc., Clovis, CA

Planned and executed fully integrated programs inclusive of marketing and advertising efforts that deliver on KPIs and drive revenue generating opportunities, while providing a high level of service.

- Developed the digital marketing strategy for new and existing initiatives for all promotion and brand awareness campaigns. Made recommendations regarding what marketing channels should be utilized, such as print, digital, social media, as well as which email audiences and segments should be applied.
- Performed day-to-day management of digital and print media plans, ensuring all contracted advertising obligations were fulfilled by vendors.
- Oversaw the workflow of the marketing team. Identified areas for improvement, developed and implemented procedures that increased the efficiency of the marketing department.
- Pulled data from Google Analytics and Google Ads to prepare quarterly marketing analytics reports, and provided insights. Analyzed email statistics and strategized to improve engagement for email campaigns.
- Collaborated with cross-functional teams to deliver a consistent message that met brand standards for KW suspensions, ST suspensions and Belltech. Assisted brand managers with the development and maintenance of the brand image throughout all marketing materials.

Marketing Programs Specialist

Apr 2017 – Jul 2020

ADESA Corporate, Remote

Served as primary marketing contact for CarsArrive Network, OPENLANE and Recovery Database Network. Acted as a trusted and highly responsive marketing advisor, offering recommendations to promote dealer engagement and sales growth.

- Managed online marketing programs for 21 vehicle remarketing websites and related mobile apps, including Chrysler Direct, Ford Credit Accelerate and Toyota Dealer Direct.
- Drafted marketing project requests and provided copy, creative direction and screenshots, for use by the design team, to support website/redesign launches, mobile app launches, new feature and dealer engagement communications. Ensured each client's brand standards, directives and deadlines were met for all applicable deliverables including emails, user guides (20-50 pages), web banners, mobile app banners, flyers and videos.
- Generated reports to assess campaign performance, making adjustments as needed, and shared email campaign results with team.
- Oversaw vendors to guarantee event trade show logistics and branded giveaway expectations were met. Maintained event spreadsheets and tracked expenses to assist with the upcoming year's event budget.

Marketing Specialist

Feb 2013 – Mar 2017

ADESA Corporate, Tracy and Sacramento, CA

Successfully planned promotions and events to increase seller inventory on auction day and buyer onsite/online attendance.

- Served as primary marketing contact for the Tracy and Sacramento auctions. Created POS signage, sales presentations and wrote sales proposals. Generated reports, analyzed data, evaluated promotion or event effectiveness and provided recommendations.
- Managed special events, including 17 event sales in 2016. Contributed to sales by drafting presentations, determining the best channels to utilize, and enhancing the customer experience. Submitted digital marketing requests and set criteria for mailer and email lists.
- Drafted event budgets for the General Manager, which totaled \$103,100 for the Tracy auction in 2016. Stayed under budget by requesting bids from reputable vendors and through timely planning to avoid rush fees.
- Contributed directly to event gains, as seen in 2016 data which showed a 40% increase in units sold and a 21% increase in dealer attendance when comparing an event sale to its corresponding previous regular sale.

Marketing Specialist

Sep 2011 – Feb 2013

Police Credit Union (formerly SF Police Credit Union), San Francisco, CA

Developed and implemented promotion strategy. Managed vendor relations to ensure promotional materials adhered to brand standards and deliverables met deadlines.

- Communicated marketing initiatives to team members and acted as point person for marketing-related inquiries. Maintained the marketing section of the intranet.
- Designed advertisements for targeted publications, electronic screens, statement ads and inserts.
- Wrote copy for member correspondence, including disclosures. Curated and edited articles for the newsletter.
- Utilized MCIF software for list generation, tracking, reporting and analysis. Generated reports for the Marketing Director and uploaded files into the CRM tool which frontline team members used for cross-selling.

CERTIFICATIONS

AMA Professional Certified Marketer PCM in Digital Marketing

Dec 2020 – No Expiration Date

American Marketing Association

Certified Digital Marketing Professional

Dec 2020 – No Expiration Date

Digital Marketing Institute

HubSpot CMS For Marketers

Jul 2022 – Expires Aug 2023

HubSpot Academy

HubSpot Marketing Software

Jul 2022 – Expires Aug 2023

HubSpot Academy

SEO

Jul 2022 – Expires Aug 2023

HubSpot Academy

Klaviyo Product

Jul 2022 – Expires Jan 2024

Klaviyo Academy

Learn HTML Course

Jul 2022 – No Expiration Date

Codecademy

EDUCATION

Bachelor of Science, Business Administration - Marketing

2004

California State University, Fresno