

MISHA VELASQUEZ

mishavelasquez@gmail.com | 530.566.7326 | portfolio:mishavelasquez.com

HIGHLIGHTS

I'm an avid **story-teller** with a right-brain and left-brain combo that is my special sauce. Whether I'm **developing a brand, pitching to execs, producing campaign strategy, or collecting user data**, curiosity drives my work. With over **7+ years** of extensive experience in marketing and team leadership, I consider myself a generalist with a knack for **visual engagement** and **data-driven strategy**. Over the last few years I've contributed to a +34% capital gain for Mount Hermon Inc by optimizing existing brand strategy for newly launched products. I'm looking for a position where I can use my brand management knowledge to improve revenue margins.

TOOLS

Google Analytics | Hubspot | Basecamp | Mailchimp | Photoshop | Lightroom | Pinterest | Facebook | Instagram | TikTok | Notion | Later | Hopper | Buffer | Google Slides | Powerpoint | Slack

SKILLS

- Brand development
- Marketing strategy
- Digital collateral
- Content creation
- Creative direction
- User research
- Empathetic listening
- Project management
- Photography
- Analytics & data reporting
- Social media strategy
- Marketing campaigns
- Process driven
- Presentations
- Xfn collaboration
- Storytelling

EXPERIENCE

Brand Producer - 07/2022 – 08/2022

sherpa° | Remote, Canada

- Developed and strengthened sherpa°'s brand narrative and go-to-market efforts by creating a 6 month road map for internal and external rollout.
- Created and enforced editorial standards and maintained consistency of messaging, tone, and style.

Creative Brand Director - 02/2017 – 06/2022

Mount Hermon Inc – B2B & B2C Event Retreat Center | Santa Cruz, CA

- Constructed end-to-end development of impactful storytelling campaigns, from strategic ideation to content/asset creation of key brand initiatives via email, social media, print, web and paid advertising utilizing a \$400K marketing budget.
- Launched company-wide rebrand over the course of 8 months. Collaborated with key teams to wire-frame and overhaul web launch and UX tools and developed PR strategy for brand rollout leading to increased product awareness and +348% website visits over first week of launch.
- Drove quarterly fundraising campaign branding via positioning and social strategy resulting in over \$15M capital gain for the company each year.
- Pitched campaign concepts to executives and key stakeholders utilizing data and expert storytelling.
- Tracked result from all brand and communication efforts and translated data into action that modified overall strategy saving 22% ad spend on average.

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Digital Marketing Strategist

- Grew company revenue 37% YoY on average over typical six month partnership by building roadmap for digital marketing including email, social media - paid and organic, landing page and SEO.
- Formulated end-to-end acquisitions strategy that led to +174.89% growth in sales from paid acquisition and +56% growth in organic sales.
- Reported and utilized campaign data to increase click rate by +220.59%.
- Spearheaded focus groups to collect and understand user data that drove our marketing campaign strategy resulting in 100% event capacity for new retreat launches.

Social Media Manager

- Developed social branding for all social channels creating unity in voice and content through full-funnel marketing pipeline which led increasing product consideration and customer acquisition.
- Created all social media strategy for multiple sub-brands and platforms growing the organic following by +685.28% across all 4 company brands.
- Implemented rigorous A/B testing on Facebook and Instagram to increase the efficacy of paid ads resulting in an improvement in ROI of +147.22%.

Media Marketing Specialist - 09/2015 – 05/2016

Holden QiGong | Santa Cruz, CA

- Capitalized on pay-per-click advertising in digital ads that led to +174.89% growth in sales from paid acquisitions and +56% growth in organic sales.
- Optimized marketing funnel with current and successful SEO practices increasing conversion rates by +119.92%.
- Facilitated digital agency relationships, day-to-day-production, and campaign scheduling to elevate seamless campaigns that were on-brand and under-budget.
- Formulated end-to-end acquisitions strategy for businesses that led to + 74.89% growth in sales from paid acquisition and 66% growth in organic sales.

EDUCATION

University of California, Davis, CA

05/2015

Bachelor of Arts: Communication & Media Studies

Minor: Fine Art Photography