

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 **launching a product, hiring/developing a creative team, 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 marketing strategy for newly launched products. I'm looking for a position where I can use my go-to-market knowledge to improve revenue margins.

TOOLS

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

SKILLS

- Product marketing
- Marketing strategy
- Digital collateral
- Content development
- Creative direction
- User research
- Empathetic listening
- Project management
- Photography
- Marketing campaigns
- Social media strategy
- Analytics & data reporting
- A/B testing
- Go-to-market strategy
- Xfn collaboration
- Storytelling

EXPERIENCE

Creative Producer

June 2022 - July 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.
- Ensured product narratives resonated with customers and spoke to their challenges and pain points by developing data collection strategies for both businesses and consumers.

Digital Marketing Manager

Nov 2019 - June 2022

Mount Hermon Inc | Felton, CA

B2B & B2C Event Retreat Center

- Constructed high-level campaign concepts into digital communications via email, social media, print, web and paid advertising that totaled in a \$400K marketing budget.
- Led a department restructure, hired and trained a high performing creative team with strong morale and effective cross-functional collaboration that lead to a 95% retention rate and timeline efficiency by +27%.
- Developed strategic vision and roadmap for product launches. Led and influenced cross-departmental teams. Incorporated input from team members, customers, and market data resulting in increased revenue +271% YoY.
- Spearheaded focus groups to collect and understand user data that drove our marketing campaign strategy resulting in 100% event capacity for new retreat launches.
- Drove fundraising campaign marketing via positioning and social strategy resulting in over \$15M for the company each year

MISHA VELASQUEZ

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

Social Media Manager

Jan 2017 - Oct 2019

Mount Hermon Inc | Mount Hermon, CA

B2B & B2C Event Retreat Center

- Developed 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% YoY.
- Grew company revenue 81% YoY on average over 2 year partnership.

Media Marketing Specialist

Sept 2015 - May 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

May 2015

Bachelor of Arts: Communication & Media Studies

Minor: Fine Art Photography