

Niel Perez

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Objective: I bring to the table over 7 years of experience in marketing strategy, product branding, graphics/design, SEO, and promotional events. Additionally, I have strong communication, administrative and technical skills that are extremely useful in a busy work environment. I'm confident I can be an asset to the team through my experience.

Experience:

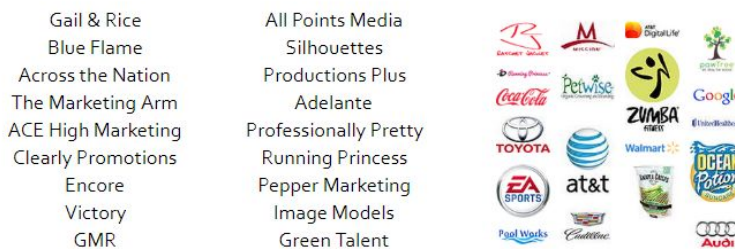
Voyage Healthcare | Digital Director

May 2017 - Present

Experiential Marketing | Independent Contractor

June 2012 - Present

As an independent contractor I have had the flexibility and skills to take on multiple positions such as Product Specialist, Merchandise Manager, Warehouse Manager, Brand Ambassador and Production/Personal Assistant. As a result of working with a variety of agencies and clients (visualized below) for over 7 years, I have principally learned that an effective team, attention to detail, and confidence are essential in order to have a successful event.



Ratchet Jacket | Business Development Manager

November 2015 - December 2016

- Developed a creative, financially strategic and competitive plan to promote and optimize the launch of the Ratchet Jacket.
- Designed product packaging, Re-branded website & optimized social media outlets - <http://www.ratchetjacket.com>
- Content, keywords, link building, social media and website engagement
- Directed & produced video for Ratchet Jacket. - <https://youtu.be/sWzqUDUo81M>
- Created various graphics for digital advertisements, posters, banners and flyers.

PetWise | Business Development Manager

Nov 2012 - 2013

- Worked closely with founders prior to opening the brick and mortar location of Petwise Corporation to develop a financially strategic and competitive business plan. Extensive market research was conducted on prices, location, service quality and product inventory in order to meet the needs of our clients and their pets.
- Prices were set based on a balance of competitor's set price and business cost. Various SEO tactics were used to build a strong online presence. Petwise was registered with many third party review sites like yelp, google, yellow pages, reviews.com, etc. and is constantly updated.
- Positioning the store in the most optimal location was a necessity and took about 3 months to finalize a lease, considering time spent on research. I organized, created and maintained all promotional material such as, postcards, flyers, business cards, advertisements and social media content.
- Developed a cross-promotional plan to offer discount cards at nearby Humane Society and public shelters. The goal is exposure and conversion, eventually resulting in an increase of clients who adopt pets from these shelters.

Running Princess LLC | Director of Sales & Marketing

July 2011 - Nov 2012

- Evaluated current and potential consumers and launched a marketing plan to re-brand the company's image and website . the goal was to the make online shopping experience more visually appealing and less complicated. <http://www.runningprincess.com>
- Increased online traffic and sales by applying SEO methods such as content, keywords, and link building, social media and website engagement. Also managed various vending events where I implemented POS tactics to positively impact customer conversion.
- Evaluated and selected products that needed to be discontinued and created new products that have driven sales to new record highs.
- Formed partnerships with various bloggers, suppliers, organizations and companies to perform cross-promotional marketing.
- Incorporated many aspects of graphic design into the company's brand to better emotionally communicate with consumers and developed a strategy to increase brand loyalty through E-mail marketing, newsletters and social media channels.

Skills

- Bilingual (Spanish)
- Photography, Video and Digital Editing (Equipped: Canon DSLR Rebel T4i)
- Proficient in Microsoft Office, iWork, Photoshop, Illustrator, Adobe Premiere, iMovies & Analytics
- Over 5 years of experience in Marketing
- Excellent Ongoing communication & problem solving skills
- High attention to detail

Education

University of Central Florida

2009 - In Progress

- Bachelor's Degree – Interpersonal & Organizational Communications
- Minor – Marketing
- Internship – Running Princess LLC
- Interfraternity Council - IFC Recruitment Chair 2010
- Phi Delta Theta Fraternity - Recruitment Chair 2009-2010