



Education and Training

Brigham Young University, Provo, Utah BA in Public Relations

April 2015

I worked on several PR campaigns that included message development, strategy planning and producing content.

Career Summary

I am a goal driven focused individual who looks to improve the company's bottom line. In my career, I have diversified my skills so no matter the issue I can solve it to reach company goals.

Experience

Entrata- Business Analyst / Product Manager (Full Time)

June 2012-Current

- Improved client satisfaction for our products by 30%
- Worked in an Agile environment to ensure tasks were completed on time.
- Developed messaging for my product that went out to sales and marketing team
- Created and implemented my products roadmap
- Perform Client Relationship Management
- Managed a team of 13 employees
- In one year grew the product revenue by 300%
- Managed the top performing team in the department

Iridium Sports Agency- Marketing Agent

September 2015-Current

- Worked with our athletes in establishing their "Brand" and building social media following
- Lead 2 successful crowdsourcing campaigns for some of our clients getting media attention for both of them and Raising over \$20,000
- Increased social media following for our athletes
- Negotiated several sponsorship deals for our athletes including working with media and bloggers to build fan base of our athletes.
- Negotiated over \$15,000 in contracts for our athletes

CharityVision Fight Night – PR Consultant and Event Manager

Jan 2015-May 2015

- Wrote talking points for Evander Holyfield's interviews
- Created the social media plan that was an international trending topic for 3 days
- Oversaw the event production staging that had over 1,000 guests including making sure Mitt Romney and Evander Holyfield were ready to perform
- Raised 1.5 million dollars for CharityVision



**The Pit Elevated-Marketing /Social Media Manager
May 2014- May 2015**

- Created analytics for the social media and saw organic growth of over 1,000 likes in less than 6 months
- Had several stories published on fighters and stories of the gym in the media
- Led several successful trade shows
- Increased new memberships in the gym month over month

Skills

- Spanish & Portuguese speaker
- Proficient in Adobe Photoshop, Microsoft Word, PowerPoint, and Excel
- Read and work in SQL
- CRM Experience
- Ability to think clearly in high stress situation and make split decisions.
- Great teacher / trainer
- Public speaking/presenting