

PRISCILLA VILLARREAL

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SUMMARY

Accomplished marketing professional with demonstrated success in developing and implementing strategic approaches to drive market growth and bottom-line profitability. Proven skills in developing data-driven campaigns, project management, stakeholder relations, and brand optimization, through creative and innovative strategies.

SKILLS

- Microsoft Office
- Constant Contact
- Hootsuite
- MailChimp
- WordPress
- Zoho
- Canva
- Buffer
- Teams
- Loom
- SharePoint
- SEO Implementation
- Project Management
- Market Research
- Google Ads
- Social Media Content Creation, Copy & Ads
- Email Marketing
- Competitive and Trend Analysis
- Campaign Management
- Demand Generation Marketing
- Customer Relationship Management (CRM)
- Google Analytics

EDUCATION

Post Graduate Certification: Media Relations and Strategic Communication

University of Texas – RGV | Edinburg, TX

Master of Arts: Communication Studies

University of Texas – RGV | Edinburg, TX

Bachelor of Arts: Communications

University of Texas – Pan American | Edinburg, TX

LANGUAGES

English – Native/Fluent

Spanish – Native/Fluent

EXPERIENCE

Marketing Manager

Healthgy Inc | New York & Houston, NY, TX | Aug 2021-Current

- Oversee marketing efforts for global medical conference verticals in aesthetics and ophthalmology.
- Develop comprehensive marketing strategies, identifying target audiences (start-ups, aesthetic investors, corporate sponsors, keynote speakers, etc.) and tailor key messages for each segment.
- Ensure consistent branding and position Healthgy summits as leading events in their industry.
- Implement and manage digital marketing campaigns, including social media, email marketing, SEO, PPC advertising, and content creation.
- Collaborate with the team to create compelling marketing materials and informative content.

- Identify and manage relationships with potential partners, expanding event offerings.
- Plan and execute promotional campaigns, coordinating with media outlets, influencers, and organizations.
- Monitor analytics, track KPIs, and provide reports to assess marketing effectiveness.
- Collaborate with cross-functional teams for seamless event coordination.
- Conduct thorough market research to drive event attendance from a global audience.
- Evaluate and report campaign performance to stakeholders and leadership across the organization.
- Manage content on 3 WordPress platforms while observing SEO guidelines and UX design to drive conversions.
- Prepare monthly sales reports to document sales volumes, potential sales, and proposed expansion areas.
- Identify, engage, and manage media partnerships and agreements for brand awareness and cross-promotion.
- Lead the creation of various marketing materials, collateral, and sales support tools, including e-blasts, fliers, event signage, landing pages, newsletters, media swap announcements, social media content, and paid ads.
- Develop and supervise marketing campaigns and social media calendars to maximize income and achieve audience targets.
- Achieved a 44% increase in overall open rates within the first quarter after implementing a new plan.
- Achieved an 80% increase in podcast downloads within the first quarter after implementing a new plan.

Social Media and Digital Marketing Consultant

Bishop Marketing and Consulting | Del Mar & Houston, CA, TX | Nov 2020-Aug 2021

- Created and published quality original content on selected social media networks to communicate company message.
- Designed content editorial calendar to plan marketing campaigns and integrate social media content.
- Developed and communicated campaign objectives and promotion strategies with clients nationwide.
- Provided recommendations and consulting for business development and marketing initiatives.
- Collaborated closely with clients to understand business needs and implement activities to boost success.
- Reported weekly updates on social media marketing campaigns to clients, discussing strategic initiatives and methods for improvement.

Membership Development Manager and Marketing Specialist

Harris County Medical Society | Houston, Texas | Jan 2017-Sep 2020

- Developed and managed marketing content across various platforms including social media marketing, email marketing, and video automation.
- Actively recruited and secured membership sales by developing strategic campaigns for membership retention and growth.
- Managed an internal database of over 12,000 members and performed routine market analysis to develop marketing strategies to meet company goals.
- Planned and executed corporate/marketing events including CME accredited lectures.
- Managed various internal physician lead committees.
- Identified benchmarks and communication direction by analyzing statistical counts and created member segments to evaluate business performance, drive sale quotas, and meet growth targets.
- Liaised with business and community members to increase awareness of programs and causes.
- Produced materials to highlight program offerings and reach target audience.
- Networked with industry leaders and investigated partnerships to increase opportunities.
- Established and deepened partnerships with different groups and businesses to enhance marketing effectiveness and strengthen membership and funding streams.

Marketing and Sales Manager

Lulu Boutique | Mission, Texas | Jan 2009-Jan 2016

- Integrated communications campaigns to create awareness and bring in new customers.
- Directed branding, sales enablement, and PR strategies to support implementation of comprehensive marketing strategies.
- Spearheaded implementation, execution, and growth of business channel partner program.
- Cultivated strong professional relationships with suppliers and key clients to drive long-term business development.
- Reviewed operational records and reports to project sales and determine profitability.
- Prepared budgets and approved budget expenditures.
- Resolved customer complaints regarding sales and service.
- Determined price schedules and discount rates.
- Built sales forecasts and schedules to reflect desired productivity targets.
- Established ambitious goals for employees to promote achievement and surpass business targets.
- Conducted market research and reported on competitors.
- Improved profit margins by effectively managing expenses, budget, and overheads, increasing closings, and optimizing product turns.

References Available Upon Request