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## SKILLS

- Project Management
- Market Development and Sales Execution
- Customer Relationship Management and Engagement
- Strategic Planning and Market Analysis
- Effective Communication and Training
- Social Media and Digital Marketing Strategies
- Team and Departmental Collaboration
- Adaptability and Learning Agility
- Data Analytics

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## EXPERIENCE

### Glidewell Dental

October 2024 – Present

#### Social Media Strategist

- **Managed social media projects** with glidewell.io products and the Guiding Leaders mentorship program, enhancing brand visibility and engagement.
- Engaged with customers across multiple social platforms, **responding to comments and messages within an average of 14 hours**. Designed and executed the most engaged post in Guiding Leaders' history.
- Identify gaps in social strategy through market research and customer insights, leading to a refined content approach.
- Developed and executed social media content calendar **leveraging trends, brand identity, and performance data**.
- Published posts, across multiple platforms, supporting multiple marketing and sales initiatives.
- Directly contributed to revenue growth by **generating \$180K+ in additional sales last quarter** through targeted organic social media content for glidewell.io. **Increased Guiding Leaders applications by 10%** through organic social media-driven initiatives compared to previous paid social years.

### Soquel Vineyards- Senior Capstone Project

January 2024 – May 2024

#### Team Leader

- **Led a team of 4 in developing a strategic marketing plan** for Soquel Vineyards, ensuring clear communication and collaboration.
- Conducted **competitive analysis, market research, and customer interviews** to identify key business opportunities.
- Created a comprehensive **social media strategy** to expand reach and engagement across digital platforms.
- Developed innovative content ideas to enhance brand awareness and customer retention.

### Nannette Benedict Office DDS and Associates

May 2021 – May 2024

#### Multi-Department Assistant

- Provided operational and time management support, ensuring efficient daily workflows.
- Trained and supported new employees, contributing to team development and operational success.
- Adapted to various roles across departments, demonstrating **flexibility** and **problem-solving skills**.

### Self Employed

February 2020 – June 2022

#### Social Media Content Creator

- Created a niche social media presence with an emphasis on dental hygiene.
- Partnered with and reviewed multiple dental and oral care companies.
- Managed **content creation, brand partnerships, posting schedules, and monitoring engagement utilizing KPI tools**

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## EDUCATION

Spring 2024

### California State University Monterey Bay

#### Bachelor of Science in Business Administration with a Concentration in Marketing

**Relevant Courses:** Professional Sales and Sales Management, Integrated Marketing Communication (**Social Media Marketing**), Market Research, Digital Culture (SEO, HTML, and Website Design), **Global Marketing**