

Amy Perez

MARKETER & BRAND STRATEGIST

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SUMMARY

A curious result-driven listener who finds human truths to create genuine and empathetic connections between people and brands.

EXPERIENCE

T-REX | Marketing Associate

Oct 2022 - May 2023

- Acted as the primary liaison with internal and external stakeholders to create brand foundations and assets such as brand identity guidelines, corporate templates, and web pages, ensuring timely delivery while staying on budget.
- Coordinated end-to-end logistics for sponsored conferences, generating over 60 new opportunities.
- Increased website traffic from 500 to 2,500 users per quarter through captivating social tiles, compelling copy in LinkedIn ads.
- Improved opening rates of "conference attendance" and "new user support" emails by 15% and 80% respectively through branded templates and personalized copy.
- Assisted marketing director in creating a comprehensive Q1 presentation highlighting achievements and recommendations for optimizing Q2 paid campaigns.

TBWA\WorldHealth | Experience Strategist (Intern)

Jun 2022 - Aug 2022

- Performed competitive digital audits to pinpoint growth opportunities and obtain thought starters to craft personas, optimize current online consumer journeys, and draft workshops for brand planning.
- Collaborated with brand strategy team to develop insight-driven solutions and deliverables aligned with business objectives.
- Conducted and analyzed research to support informed decision-making and provide content for new business pitches.

Leadership for Democracy and Social Justice (CUNY) | Communications Associate

Aug 2021 - Jun 2022

- Provided communications consultant with data-driven insights to develop new brand and engagement strategy.
- Designed and developed website with strategic structure and content that increased site visitors by 23%.
- Created and launched engaging monthly newsletters, achieving an average 22% opening rate.

GSBD Corp. | Digital Marketing Specialist/Office Assistant

Dec 2020 - Jun 2022

- Performed competitive audits to revamp website, increasing web traffic and online course subscribers by 10% monthly.
- Developed on-budget digital content with key call-to-actions that increased phone inquiries and online engagement by 12%.

RFCUNY-BMCC | Supplemental Instructor - TV Studio Production & Intro to Media

Jan 2018 - Dec 2021

- Guided students in delivering interactive exhibition proposals for hypothetical museum clients, from research to a client pitch.
- Prepared engaging presentations for weekly study sessions that enhanced students' understanding of media and creativity, resulting in a 65% increase in final grades.

Nova Law Firm | Marketing Communications Specialist

Dec 2019 - Dec 2020

- Launched brand and social media strategy, increasing awareness and call consultations by 23% on a limited budget.
- Designed and optimized WordPress website with clear CTAs and organic SEO, boosting local Google ranking by 15% monthly.
- Produced and co-hosted Spanish radio program on immigration, resulting in a 17% increase in first-time consultations.

Arandia Law Firm | Digital Marketing Intern

Aug 2019 - Nov 2019

- Increased engagement by 35% on Facebook and 30% on YouTube through creation of impactful social media content.
- Drove in-person visits with organic posts and paid ads by 15% each month.

EDUCATION

Master of Professional Studies
Branding + Integrated Communications
Planning and Management Track
The City College of New York
June 2022

Bachelor of Arts
TV and Radio Production | Minor in Film
Brooklyn College
May 2019




CERTIFICATES

- Foundations of Digital Marketing and E-commerce - Google
- Social Media Marketing HubSpot Academy
- Analytics for Beginners - Google
- Advanced Google Analytics - Google

ACHIEVEMENTS

2022 4A's Multicultural Advertising Internship Program Fellow (MAIP)

SOFTWARE SKILLS

WordPress | Elementor | LearnPress |
MailChimp | Asana 
Photoshop | Illustrator | Premiere |
InDesign | Lightroom 
Google Analytics | Facebook Ads |
LinkedIn Ads | HubSpot 

INTERESTS

Photography, hiking, road trips, ukulele, and conversations about the meaning of life.