

CARMELA DE VERA

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PERSONAL PROFILE

Proactive detailed-oriented Coordinator/Advanced Administrative Assistant with excellent organizational skills. Resourceful team player. Strong communicator and strategic thinker with proven ability to work independently in a creative, collaborative, and fast-paced environment.

SUMMARY OF SKILLS

- Campaign Development, Brand Awareness/Enhancement
 - Event Planning, Budget Management/Reports, Public Speaking
 - Writing, Press Releases, Email Marketing
 - Customer Service, Performance Metrics and Analyses
 - Microsoft office, Keynote, Adobe Photoshop, Acrobat, Comscore, InDesign, Final Cut Pro
 - MailChimp, Google Analytics, Wordpress, Hootsuite, Asana, Zoom, Slack
 - MAC and PC proficient
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WORK HISTORY

Marketing Coordinator | **Elevation Corporate Health at the Resort.**, Playa Vista, California - *Part Time* October 2019 - Present
Health, fitness, and wellness company that provides services to a variety of clients

- Assist in the implementation and development of the company's brand strategy and promotion of events/services
- Prepare marketing activity reports and metrics for measuring program success and tracking consumer habits
- Manage e-mail marketing campaigns using MailChimp
- Plan meetings, events, and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, providing on-site support, and handling correspondence with clients
- Actively monitor social media pages and editorial posts to amplify engagement and community management across channels
- Plan, curate, and generate content for social media pages that demonstrate the company's brand and values

Marketing Assistant | **Simpson Cosgrave Inc.**, Burbank, California - *Part Time* July 2018 - August 2020
Boutique television film production and book publishing company

- Supported the President of Marketing in day-to-day activities/operations including meeting coordinations, schedule maintenance, travel arrangements, expense reports, project follow-ups, daily report analysis, and e-mail management
- Coordinated and implemented marketing and communications projects which include event planning, branding, and promotions
- Assisted in operational logistics from start to finish and the formatting, preparing, and proof-reading of documents for proposal submissions, and internal and external reports
- Compiled statistical and budget related reports, maintain, related databases, and entered new client data
- Collated and presented inbound communication such as emails, phone calls, and faxes to the Marketing Director and Producer
- Continuously researched new ideas and concepts for creative department and strategy

Administrative Assistant | **Upgrade Labs**, Santa Monica, California January 2019 - September 2019
Bio-hacking health and wellness facility optimizing health and mental/physical performance

- Anticipated needs (travel time, logistics, meeting rooms) of EVP's/clients and utilize problem solving skills
- Managed vendor invoices and payments
- Prepared event document materials including agendas, sourcing vendors, and provide on-site support
- Coordinated clerical daily functions such as organizing, scheduling, booking, and handling general customer inquiries/concerns

Marketing Coordinator | **Mack-Cali Corporation**, Jersey City, New Jersey January 2018 - June 2018
Leading Real Estate Investment Trust providing world-class management, leasing, and development

- Created and delivered ongoing reports on attendee numbers, campaign results, and ROI
 - Attended marketing meetings to collect notes and feedbacks to organize and share with all marketing teams
 - Collaborated with social media agencies to develop content and generate brand awareness
 - Planned and organized the logistics for public image campaigns and promotions
 - Assisted with collection of performance data, images, and other assets for use in marketing campaign recaps
 - Prepared status reports on weekly marketing efforts by public relations, marketing, investor relations, and events planning
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EDUCATION

Rutgers University, New Brunswick, New Jersey
B.A. Communication - May 2017 | **B.A. Economics** - May 2017

HONORS AND LEADERSHIP ACTIVITIES

- Dean's List 2015 - 2017
- Resident Assistant at Rutgers Residence Life 2015 - 2016
- National Communications Coordinator at the National Association of College and University Residence Halls 2014 - 2015
- President of the Rutgers Residence Hall Association 2013-2014