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| **MARIA ROMERO** Greater Seattle, WA Area or Remote | (206) 708-0195 romeromaria@proton.me |

# PROFESSIONAL SUMMARY

Resourceful marketing, administrative, and communications professional with 30+ years of experience in local government, nonprofits, and travel. Deadline slayer with a sense of humor, obsessive grammar nerd, curious researcher, wordsmith, AP Stylist, and supportive team player.

# AREAS OF EXPERIENCE

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| Administrative Support | Writing, Copy Editing, & Proofreading | Strategic Ideation & Media Planning |
| Customer Service | Calendar Management & Room Reservations | Growing Engagement / Audiences |
| Social Media Management | Travel Coordination | Community Outreach & Event Planning |
| Finance & Accounting | Project Coordination & Support | Content Management Systems |

**Content Management Systems:** WordPress, Convert on Demand, Clickability, Episerver, Lytleworks

**Email, Design & Social Media:** Adobe Acrobat, InDesign, Photoshop, Facebook, Twitter, Instagram, Flickr, YouTube, Pinterest, MailChimp, Hootsuite, Constant Contact, MS Outlook

**Program Management & Design:** Lytho, Co-LAB, Asana, Smartsheet, Salesforce, bit.ly, Google Analytics, Gmail, Google Suite, MS Office (Outlook, Word, Excel, PowerPoint, Sharepoint), Coupa, AndoMedia Console, WideOrbit, WebScan, Monday.com, and many more.

# EDUCATION

Boise State University | Boise, Idaho

Bachelor of Arts, English, Rhetoric & Composition, Writing Emphasis (2015)

# SELECT PROFESSIONAL EXPERIENCE

## Remote Marketing Support Admin / Web Content Coordinator (Contract) Seattle, WA

Robert Half International August 2022 – April 2024

* Supported two library grand openings through effective event planning, relationship building, budgeting, and vendor recruitment, contributing to the successful launch and community reception of the new facilities.
* Completed client requests in Episerver CMS via Monday.com ticketing system, risk assessment as needed. Special projects such as cataloging digital assets and site-wide contact information changes.
* Authored, proofread, and edited a wide range of marketing materials, including newspaper and magazine articles, direct mail, emails, financial reports, social media content, posters, and UI/UX web elements, with adherence to AP Style.
* Strategic planning, administrative support for marketing and communications department.
* Coordinated with designers, production artists, and vendors to create promotional items such as pins, tokens, and stickers for library events, enhancing event visibility and attendee engagement.
* Crafted persuasive emails and magazine articles that successfully attracted customers to library events and resources, resulting in increased event participation and resource utilization.
* Oversaw the translation of materials into six languages, ensuring accessibility/inclusivity for library patrons.
* Championed customer messaging that resonates with and serves diverse community needs, fostering a more inclusive library environment.

## Marketing Web Content Coordinator (Luxury Cruises & Travel) Seattle, WA

ExpeditionTrips March 2018 – April 2020

* Facilitated effective internal communication and support for 15 salespeople and three travel coordinators, improving team coordination and operational efficiency.
* Managed e-commerce operations as a web producer, liaising with vendors to streamline the support of 600 to 800 trips across hundreds of web pages, ensuring daily accuracy of trip cost and itinerary information.
* Performed daily copy editing for seasonal domestic and global trips, ensuring accuracy and appeal in all promotional materials.
* Crafted and optimized compelling marketing emails and edited travel blogs, increasing customer engagement and contributing to increased travel sales.
* Oversaw content management and executed effective social media strategies and Facebook ads, boosting communication and promotion of specials, pricing, and trip information.
* Created and tailored web content based on partner brochures and media, successfully translating information to align with the targeted audience’s persona.

## Web Coordinator (Marketing & Sales, TV & Radio) Boise, ID

E. W. Scripps / Journal Broadcast Group August 2013 – December 2015

* Spearheaded the production of engaging web content for major radio and television stations, including KIVI TV and 94.9 The River, resulting in increased online traffic and audience engagement.
* Enhanced the visibility and impact of radio personalities and advertisers by editing blogs, contributing to elevated brand presence and audience reach.
* Delivered timely and accurate news updates by editing and posting daily and breaking news stories, ensuring consistent and reliable information from the newsroom.
* Strategically scheduled interactive ads and promotional content, boosting audience interaction and promotional effectiveness.
* Led the management and execution of newsletters and social media campaigns across platforms like Facebook, Twitter, and Instagram, driving increased follower engagement and brand loyalty.
* Provided sales and traffic reports to clients and leadership, facilitating data-driven decision-making and strategic planning.
* Developed compelling sales presentations with detailed analytics on views, click-thru rates, and ad results, contributing to successful client pitches and enhanced advertising strategies.

## Executive Assistant to VP/GM Nampa, ID

Journal Broadcast Group May 2011 – August 2013

Executive Assistant to VP/GM. Supported Vice President/General Manager and other high-level executives. Managed two receptionists. HR liaison. Expense reporting, travel arrangements, and accounts payable. Keeper of FCC file. Managed public records requests. Training and new employee on-boarding. Event planning.

## Assistant Clerk Nampa, ID

Nampa Highway District No. 1 June 2009 – May 2011

Provided excellent customer service to external and internal customers and stakeholders, including greeting and assisting constituents and preparing for commissioner meetings. Answered multi-line phone system. AP, AR, payroll. Bookkeeping and meeting minutes for Combined Districts Crushing Fund.

## Allocations Manager New York, NY

R/GA May 2007 – October 2008

Allocations Manager. Managed and provided training/guidance to three allocations coordinators. Managed workload across four company-wide disciplines (300+ employees). Planning, implementation and point of contact for summer internship program.

# ADDITIONAL EXPERIENCE & INTERESTS

Six aggregate years at *MTV Networks* (TV Land/Nick @ Nite), *Turner Broadcasting* (TBS), and *Pogo Pictures* in New York City and Atlanta, GA as a production manager, media planner, airtime scheduler, and writer of marketing materials, television pilots, and spec scripts.

Languages: Spanish (speak/read level A2/B1); Japanese (limited; can read katakana and hiragana)

Interests: Travel, tai chi, grammar and linguistics, marketing, translation, learning new languages, reading, and creative and technical writing