

L U I S E G U I A

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Expertise: Marketing & Administration

Motivated and skillful student and event coordinator with over 7 years of marketing experience (4 years in B2B). Concentrated skills in prioritizing tasks, managing workload, teamwork efficiency and motivation, leadership to take initiative, technical and interpersonal skills, marketing and sales in digital advertising, and innovation empowerment. Bilingual: Spanish (fluent).

EXPERIENCE

T-Mobile USA, Inc. (Headquarters). Bellevue, WA.

Dec 2010 - Present

Sr Web Localization Producer

- Successfully managed the first Hispanic-specific campaign on the web in coordination with different teams that reflected in a lift in monthly activations of over 100%.
- Coordinate and monitor translations for localized content across different channels nationwide.
- Managed the implementation of a segmenting tool for Hispanic users resulting in a 62% traffic increase across T-Mobile sites.

Expedia, Inc. (at Global Headquarters). Bellevue, WA.

Jan - March 2010

Corporate Marketing Intern (team captain)

- Conducted Marketing Research and developed a Marketing Plan for a “strategically important” new Expedia Multichannel Market Offering and Target Market in an Internship (Senior-Level Project-Based Marketing MGMT Course - MKTG 452).
- Directed a five-member team to develop a Marketing Plan and presentation to Expedia Senior & Mid-Level Executives.
- Our recommendations were used to enhance the operations of a new business unit covered by a Non-Disclosure Agreement.

Anuncios Live Mexico, Mexico City, Mexico.

Jan 2008 - May 2009

Commercial VP

- Creatively crafted business strategy, mission, marketing plan, and partnership agreement for ALM.
- Incorporated the company with four business partners.
- Successfully targeted large chains of businesses interested in our services (e.g. WalMart Mexico, Vitrola, and BullDog) in addition to building strong partnerships with affiliated companies (e.g. Bacardi, RealNET, and CoinCity).

Seattle Digital Signage, Seattle, WA.

Feb 2007 - Jan 2008

Regional Manager | Sales Representative

- Promoted from Sales Representative to Regional Manager within 7 months by developing a training program and building nationwide strategic alliances to increase sales.
- Administrated content and client databases successfully to meet and exceed requirements of our customers.
- Trained distributors and business associates ethically and technically to maintain a highly-motivated work-environment to satisfy the client’s service criteria under our business platform.
- Increased division revenues by over 30% with new potential locations and positioning.
- Expanded sales to include mass market businesses developing a persuasive marketing presentation for the company.

Edmonds Community College, Lynnwood, WA.

March 2005 - June 2007

International Student Programmer & Event Coordinator | International Marketing Assistant

- Implemented a new training course to address an inefficiency which resulted in higher team performance helping 80 to 350 new students each quarter.
- Adapted new products/procedures that increased event attendance by 28% and generated recognition for the institution.
- Contributed to increase the international population for Latin-American students up to 40% by tailoring information packages to each region.
- Collaborated with marketing directors across the US to synchronize university fairs and activities.
- Managed projects with large databases to correct malfunctioning fields and recover data from additional databases.

EDUCATION

Seattle University, Albers School of Business & Economics, Seattle, WA.

- Bachelor of Arts in Business Administration, Marketing Major and E-Commerce & Information Systems
Anticipated Date of Graduation: (Sept 2010) 3.4GPA

Edmonds Community College, Lynnwood, WA

- A.A., Associates of Arts Transfer Degree & General Studies. (Aug 18th, 07). 3.5GPA
- Marketing and Sales Certificate. (June 20th, 07). 3.6GPA

COMPUTER SKILLS

- Google Analytics, Urchin, Coremetrics, Assembla, Sharepoint, Macromedia Flash, Illustrator, Dreamweaver, Microsoft Office Bundle, MS Project, Acrobat, Photoshop, Web Page Development in HTML, C++ (basics), & XHTML. (PC & Macintosh OS)

RECOGNITION & ACHIEVEMENTS

- Certificate of Fundamental Computer Forensics 2007 at Edmonds Community College (Certificate)
- Outstanding Service & Commitment Throughout 2006 at Edmonds Community College (Award)
- Phi Theta Kappa '07 (Honor Society EdCC) | National Dean's List '08 (Award) | VP Marketing Club '09 (Seattle University)
- Copyrighted work titles: "Bank Account Management" & "Easy Budget" for bank services in the nation