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bria gutierrez

briagutierrez.com

QUALIFICATIONS

Digital Marketing - SEO, Content, SEM
Social Media Management
Public Relations

EDUCATION

American University, Kogod School of Business

Bachelor of Science in Business Administration
Specialization: Marketing; Minor: Communication
GPA: 3.55/4.0
Dean's Scholarship, Leo M. Berstein & David I. Estrin Scholarship
Dean's List Fall 2011, 2013

Washington, DC

December 2013

Foundation of International Education

London Business Internship Program

London, England

April 2013

EXPERIENCE

Wpromote, Online Marketing Agency

Account manager
Account specialist

El Segundo, CA

May 2016 - present
February 2016 - May 2016

- Develop and execute digital marketing campaigns via SEO and/or paid media for businesses in order to build brand awareness and attract leads
- Manage SEO for department's largest client account, achieving success through improved organic rankings, rich/featured snippet rankings, and increased blog engagement
- Lead client meetings, communicating performance updates and guiding strategic growth decisions
- Spearhead research into developing content marketing specific service offering
- Guide department's Search Engine Optimization best practices, focused on evolving approach to align with updates of Google's ranking algorithm
- Train and educate account managers on SEO industry strategies and tactics

Bob Gold & Associates, Public Relations Agency

Account coordinator

Redondo Beach, CA

July 2015 - February 2016

- Led the development of agency's digital marketing services and social media presence
- Conducted media outreach, composed campaign proposals, and drafted press releases for various client accounts
- Managed internal scheduling and coordinated new hire training

Baked by Yael, Cakepopery®

Digital marketing consultant

Redondo Beach, CA

February 2014 - April 2016

- Designed graphics for various marketing materials, both print and digital
- Developed social media strategy and managed brand's social profiles
- Built relationships with influencers to foster brand's online community
- Optimized website content, wrote blog posts, and edited site photos
- Managed content and product placement for Ecommerce store, increasing success of important sale periods

SKILLS

Computer: Microsoft Excel, Word, PowerPoint; Pages, Keynote; Adobe Photoshop, Illustrator

Digital Marketing: Google Analytics, Google Adwords, Google Search Console, Google My Business

Social Media: Facebook, Facebook Advertising, Twitter, Instagram, Snapchat, Tumblr, Pinterest, LinkedIn