

FAREINE SUAREZ

hi@fareine.com

High-impact, results-driven, marketing professional with **ten years of experience** and industry expertise in **education** and **nonprofit arts organizations**. Proven ability to combine project management, data analysis, and leadership skills to position organizations for growth and success through **program development, recruiting initiatives, and large-scale event marketing** efforts. **Areas of expertise:**

Social Media Marketing	Web Design	Admissions Recruitment & Marketing
Database Management	HTML/CSS	Student Advising
Digital Campaign Management	Video Production and Editing	Advisory Board Development
SEO/SEM	Photography	Consumer Relations Management
Public Relations/Media	Podcast Production	Production/Project Management
Direct Mail	Copywriting	Branding/Rebranding
Fundraising/Development	Graphic Design	Event Management

PROFESSIONAL EXPERIENCE

GRANT PARK MUSIC FESTIVAL Chicago, IL 2016-2018
Marketing Manager

Managed all digital and direct mail campaigns for the nation's only free outdoor classical music festival, located in Millennium Park. Worked with senior management, as well as development, education and membership departments, to develop and execute communications and content strategies. Responsible for overseeing development of all public-facing content online, in print, and onsite. Efforts led to a 14% increase in the number of memberships. **Key contributions:**

Created and oversaw a task force to develop an Associates Council for the Festival, working with professionals from around the city to create a self-governing program that supports the Festival's fundraising goals and creates engaging programs to cultivate relationships with the next generation of classical music fans.

Implemented organization-wide rebranding initiative by creating style guidelines, establishing a messaging platform, and redesigning all internal and public-facing materials to appeal to a broader, more progressive audience.

Expanded social media and digital strategy, contributing to increased attendance and a 2017 revenue of over \$1M, the highest in the Festival's 83 year history.

UNIVERSITY OF CHICAGO Chicago, IL 2015-2016
Events Marketing Coordinator, Becker Friedman Institute

Recruited to fill new position at economic research institute charged with creating a streamlined process for marketing and communications strategy for academic conferences and lectures facilitated by the department of economics, school for public policy, graduate business school, and law school. Part of a three-person communications team that produced videos, podcasts, and articles promoting faculty research and initiatives in economic policy uncertainty, family economics, foreign policy, education, computational economics, and more. Managed student employees. **Key contributions:**

Managed, cleaned, and maintained a database of over 12,000 academic contacts and donors, exporting them from an excel spreadsheet to a CRM platform.

Reported on research in the areas of Latin American fiscal policy and the science of philanthropy, as well as undergraduate-level work.

Managed redesign of academic websites for 2012 Nobel laureate Lars Peter Hansen and economist Steven Levitt.

Created marketing templates for email and digital signage, promoting a consistent and unified brand for the research institute.

FAREINE SUAREZ (Page 2)

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UNIVERSITY OF VIRGINIA Charlottesville, VA 2011-2015
MBA Assistant Director of Marketing and Admissions (2013-2015)
MBA Admissions Marketing Coordinator (2012-2013)
Undergraduate Reader/Assistant (2011-2012)

Recruited and evaluated undergraduate and MBA applications and represented U.Va. Darden at MBA admissions events around the country. Oversaw and executed communication, marketing and advertising initiatives for MBA admissions through the use of webinars, video production, email campaigns, website content, social media, blogs and print collateral. Member of school-wide digital strategy and social media task forces. Supervised admissions marketing analyst and student assistants. **Key contributions:**

Project managed graduate business school website redesign, with a focus on senior-level stakeholder and vendor relations management. Managed and implemented a content audit, which reduced over 2,000 pages of content to under 800.

Reshaped the admitted student digital experience by redesigning internal portal to improve user experience and streamlining administrative tasks for enrolling admitted MBA students.

Led online recruiting initiatives by utilizing VoIP platforms, social media, and other digital tools to reach international prospects and connect them with admissions representatives.

O'BRIEN ET AL. ADVERTISING Virginia Beach, VA 2009-2011
Visual Media Specialist

Photographer, Video Editor, Producer. Directed corporate videos. Client roster included Nissan USA, Agio International, Liberty Tax Service, Virginia Beach Education Foundation, Virginia Beach Public Schools, and Lake Taylor Hospital. Supervised interns. **Key contributions:**

Launched pro-bono multimedia campaign for a non-profit organization to publicize educational grants for teachers to schools, donors and other constituents of the Virginia Beach Public School system, leading to new client relations.

Elevated agency's social media expertise and presence by training staff on Facebook best practices and managing the company's social media profiles.

OTHER EXPERIENCE

Active volunteer in arts and community organizations. Recent commitments include:

Associate Producer, MENACE web series (2017-present)
Board Member, Bring Your Own Theater Productions (2016-present)
Communications Chair, United Neighbors of the 35th Ward (2017-2018)
Fringe Central Events Manager, Chicago Fringe Festival (2016-2017)
Owner/Producer, Truck Truck Theater (2016)

EDUCATION AND TECHNICAL PROFICIENCIES

MEd Higher Education Administration | University of Virginia (2012)
BA Media Arts & Design, English Minor | James Madison University (2008)

Technical Skills: Adobe Creative Suite (After Effects, Premiere, Photoshop, InDesign, Illustrator), Lightroom 5, CMS (Drupal, Ektron, Wordpress), Microsoft Office, Technolutions Slate, PeopleSoft, SPSS, Basecamp, Google Analytics, Database Management & Email Campaigns (Tessitura, MyEmma, MailChimp, Wordfly), Survey Analytics (Qualtrics, SurveyMonkey)