**Merissa Ramos**

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**Objective:** To obtain a position within a company where I can utilize my cultivated knowledge and experience of sales, marketing and operations to grow the organization in a profitable direction.

**Education-** 2003 **B.S Creative Marketing** - Johnson & Wales University Providence, R.I.

**Work Experience**

**6/2015- Present**

**Digital Marketing Consultant Independent Contractor- A Local Resort Group North County San Diego**, CA

Consulting to implement a new division of Online Brand Protection policies and procedures

* Working with additional 3rd party vendors to monitor online reputation
* Creating measurable policies and standard operating procedures for client to best address online reviews
* Administering and managing an internal review platform for existing customer base
* Assisting client to overhaul customer service policies to enhance their overall customer satisfaction

5/2010 – 7/2013

Director of Marketing/Co Owner - **AZ Local Farmers Markets** Scottsdale, AZ

**POSITION DESCRIPTION**:

-Created, branded and campaigned 3 year round Farmers Markets and an online Delivery Service by creating relationships with local farmers, food vendors and retail partners

-Secured brand awareness through Public Relations, specifically built relationships with ABC 15, Arizona Republic, Scottsdale Republic, Scottsdale Airpark News Magazine, AZ Foothills Magazine, Ciao Bella of Phoenix New Times

-Developed social networking communities for each farmers market on Facebook, Twitter. Google Plus and Pinterest with content driven marketing

-Executed successful email marketing campaigns

-Implemented Google Analytics to our website and delivery service order form to measure and track effectiveness of all marketing campaigns and public relations exposure

10/2008- 6/2015

Sales & Marketing -**RAMOS I.T., LLC**  Scottsdale, AZ

**POSITION DESCRIPTION** Successfully generated business through relationship based sales. Our scope of services included websites, database creation, network administration services, telecommunication and IT services for executive suite office management.

6/2006-10/2009

Director of In House Marketing- **Strategic Alliance Marketing**- Scottsdale, AZ

**POSITION DESCRIPTION**

-In charge of the In House Marketing departments for the The Legacy Golf Resort in Phoenix, The Orange Tree Golf Resort in Scottsdale and The Desert Rose Resort in Las Vegas.

-Recruited, managed and motivated a team of up to 15 marketers at 3 locations which were responsible for booking 200-375 timeshare tours per month

-Consistently exceeded budgeted sales and marketing goals while implementing cost effective ways reduce our overhead

1/2007-5/2009

Director of Support Services -**Shell Vacations Club** Phoenix , AZ (**THIS POSITION HELD SIMULTANEIOUSLY WITH ONE ABOVE**)

**POSITION DESCRIPTION** Support services was responsible for customer service, accounting and gifting operation for the Sales Center.

My staff consisted of a team of 12. We worked closely with sales team of 30-50 agents, verification loan department to ensure vacation club members satisfaction with marketing services generated by Strategic Alliance Marketing.

12/2004-6/2006 Concierge & Sales Manager**- Scottsdale Resort & Athletic Club** Scottsdale, AZ

**POSITION DESCRIPTION** Built the first Concierge department at this resort. Sold banquet events, group room sales, corporate and individual athletic club memberships, tennis tournament sponsorships and deeded week timeshare.

2003/2004 Concierge-**Four Seasons Resort Scottsdale at Troon North** Scottsdale, AZ (Entry Level Position)

Met and exceeded customers’ expectations in accordance with the Four Seasons Philosophy and Culture.

Awarded Employee Of The Month June 2004.