



SHELBY GALLARDO

MARKETER • SHELBYGALLARDO.COM

PROFILE

Creative and energetic marketing professional with 5+ years of experience in building brands, increasing social media presence, creating compelling content and managing client partnerships in fast paced in-house marketing departments.

WORK EXPERIENCE

Recruitment Marketing Specialist, Ascension Living Remote, June 2019 – Present

- Prepare and deploy multiple hiring campaigns via email marketing, texting and social media
- Market hiring events for 16 recruiters (paid advertising, preparation of promotional materials: HTML emails, social media graphics, copy, fliers, etc.)
- Manage monthly media buy of \$3k-5k (social, print, radio, job boards); track and report ROI and optimization recommendations to leadership

Key achievements:

- Over 70 positions were filled as a result of marketing efforts in one year
- Developed national marketing recruitment strategy for 50+ senior living facilities in 12 states

Marketing Coordinator, Mylo, a Lockton Company Kansas City, MO, October, 2017 – June 2019

- Executed integrated marketing campaigns, product launches and client onboarding
- Managed over eight partnerships; led marketing strategy and execution
- Created co-branded partner websites and content
- Monitored and reported on marketing metrics and sales KPIs to leadership

Key achievements:

- Launched a monthly video series and two weekly segments increasing social media following by 25%
- Consistently achieved unique email open rates between 15-25%
- Originally hired to focus on email marketing; promoted to take on account management, social media, photography and more

Marketing Coordinator, Prime Capital Overland Park, KS, September 2016 – October 2017

- Spearheaded all marketing initiatives for the firm and 100+ financial advisors
- Planned and oversaw several large-scale events throughout the Midwest
- Managed web and social media
- Crafted press releases (several picked up by Kansas City Business Journal), financial advisor and executive-level biographies

Key achievements:

- Launched and oversaw companywide rebrand: logo and brand guideline creation, design of all new marketing materials and placed print and promo order of over \$25,000
- Secured over \$65,000 in sponsorship for the 2017 sales kick-off meeting

Marketing Coordinator, Newton Medical Center Newton, KS, April 2015 – September 2016

- Managed brand and ensured outdated signage and materials were removed and updated
- Designed ads for print, digital and web (prepared press-ready artwork for vendors)
- Coordinated and photographed hospital and community events

Key achievements:

- Assisted marketing director with redesign and launch of new company website: wrote new copy, selected imagery and provided design concept to agency
- Increased social media presence by 30% in one year by consistently posting relevant content to the community and engaging with followers
- Slashed ad agency spend by \$20,000 by bringing graphic design, copywriting and photography in house

SKILLS

Email marketing (Eloqua, Mail Chimp, Constant Contact), lead generation, data analysis, brand management, graphic design, Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Salesforce, WordPress, copywriting, proofreading, photography, videography, project management, AP style writing and basic knowledge of HTML/CSS

Brand Management

90%

Adobe Suite

85%

Web & Social Media Management

80%

Email Marketing

75%

EDUCATION

Bachelor of Business Administration
Wichita State University, Wichita, KS

HOW TO REACH ME

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