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# LYNETTE GARET

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Los Angeles, CA; U.S.A. ♦ San Jose, Costa Rica

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## PROFESSIONAL SUMMARY

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Innovative executive and marketing professional experienced in high-volume business operations. Seeking a position in a remote environment.

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## SKILLS

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- Creative Team Leadership
- Digital Content Marketing & SEO
- Social Media
- Copywriting & Copy Editing
- English to Spanish Translation
- Web Development

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## WORK HISTORY

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**Founder- Lead Creative**, 02/2009 to Current

**8 Snap Communications** – Los Angeles, CA. USA ~ San Jose, Costa Rica

- Developed key operational initiatives to drive and maintain substantial business growth.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Interviewed, supervised and motivated twenty staff members to achieve optimal productivity.
- Responsible for copywriting, copy editing, translation (English/Spanish), content optimization, SEO, social media management, and digital marketing direction for numerous clients in varying industries such as real estate, travel, health, radon mitigation and more.

**Marketing Director- Assistant General Manager**, 04/2000 to 02/2009

**Mercasistencia Cariari S.A.** – Cariari, Heredia, Costa Rica

- Built, implemented and enhanced international marketing initiatives to maximize outreach and sales of online sportsbook and casino gaming products.
- Assessed and strengthened client digital presence, including rewriting website copy, authoring blog posts and updating social media platforms.
- Oversaw 48-person marketing and sales team, promoting continuous improvement, enhancing processes and reducing costs as head of highly efficient and profitable group.

**Human Resources Manager**, 10/1997 to 04/2000

**Servicios Internacionales Deportivos S.A.** – San Jose, San Jose, Costa Rica

- Created and implemented forward-thinking initiatives to improve employee engagement.
- Streamlined HR efficiencies, coordinated new hire orientations and provided onboarding and training for over 250 new employees.

- Devised hiring and recruitment policies for 500-employee company.

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## EDUCATION

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**Bachelor of Arts**

**UC Irvine** - Irvine, Ca.