

Lorena Cooke

SOCIAL MEDIA SPECIALIST

Creative, inspiring, and collaborative Social Media Specialist, eager to pursue new opportunities in advertising and social media campaign management and apply 10+ years' experience in content marketing and communications to maximize company metrics. Accountable and detail-oriented strategist with excellent management skills, integrity, and proven track record of launching successful process improvement initiatives. Proactive and hands on graphic and web designer able to organize promotional teams, set goals, and build content to boost engagement.

SKILLS & COMPETENCIES

Marketing Strategy – Campaigns – Social Media

MARKETING STRATEGY	COPYWRITING DEVELOPMENT	A / B TESTING	HTML, JS, PHP, CSS, SQL
CONTENT CREATION	FRONT END DEVELOPMENT	LANDING PAGES	CRM, CMS
BUSINESS STRATEGY	VERBAL COMMUNICATION SKILLS	GOOGLE ANALYTICS	ROI / ROMI
REVENUE GROWTH	TIME MANAGEMENT SKILLS	WORDPRESS	KPIs
CONVERSION	COMMUNICATIONS	WOOCOMMERCE	DEMAND GENERATION
FUNDRAISING OVERSIGHT	TEAM LEADERSHIP	SOCIAL MEDIA	LEAD GENERATION
ENGAGEMENT	TRAINING / EDUCATION	MS OFFICE	WEB ANALYTICS
ADOBE CREATIVE SUITE	VENDOR PARTNERSHIP	DATA RESEARCH	BILINGUAL (ENGLISH / SPANISH)
E-COMMERCE	BRAND AWARENESS	AUTOMATION	BUDGET CONTROL
WORKFLOWS	INBOUND MARKETING	GRAPHIC DESIGN	BLOG POSTS

Critical Coursework: SQL: MySQL FOR DATA ANALYTICS & BUSINESS INTELLIGENCE

Certifications: Certified Marketing Executive (2014, CUNA), Inbound Marketing Certified (2020, HubSpot), Content Marketing Certified (2020, HubSpot)

PROFESSIONAL EXPERIENCE & ACHIEVEMENTS

PRESIDENT

LOTICO Properties, Incorporated

04/2019 – Present

Margate, FL

Manage content marketing design, promotions, and collateral for multiple brands. Build and integrate CRM systems and workflows. Drive client relations through partnerships and communications. Maximize efficiency via automation for emails, calls, and relationship management.

CORE COMPETENCIES: CONTENT MARKETING CAMPAIGNS, STRATEGIC DIRECTION, RELATIONSHIP MANAGEMENT, LEAD GENERATION, LANDING PAGE DESIGN, DIGITAL ENGAGEMENT, COMPANY VISION, IMPACT, SOCIAL MEDIA MANAGEMENT, DRIP CAMPAIGNS

- *Maximized client returns via relationship management and investment property evaluations; conducted comparative property analyses and researched creative financial options; organized cold-calling efforts*
- *Created and implemented targeted direct mail marketing campaign to boost response rate by ~5% within 2-month timeframe; researched distressed homeowners market for 5 FL counties; formed CRM workflows*
- *Developed unique advertising campaign which onboarded 25 drivers within 6-month timeframe; designed promotional materials; created communications workflows; created onboarding campaign; crafted landing page*

VICE PRESIDENT, MARKETING

We Florida Financial

02/2018 – 07/2019

Margate, FL

Oversaw development and integration of data-driven marketing campaigns. Utilized team leadership, financial control, and analytical skills to advance company goals and vision. Introduced continuous improvement initiatives.

CORE COMPETENCIES: TEAM ORGANIZATION, ACQUISITION, ENGAGEMENT, CONVERSION, CONTENT STRATEGY, PRODUCT ANALYSIS, LARGE DATA SETS, BUDGETS, PRESENTATIONS, MANAGEMENT SKILLS, SOCIAL MEDIA DEVELOPMENT, SEO

- *Organized team of senior managers to develop deposit product offer; aligned accounting and marketing departments to formulate diverse team; headed bi-weekly strategy meetings; formed tailored marketing campaign*
- *Created and led millennial employee resource team of 9 members to boost customer acquisition, retention, and engagement; organized team; developed collaborative action plan; presented to board of directors for approval*
- *Designed and maintained marketing campaign budget; strategized optimization for campaign channels; monitored communications and business tactics; coordinated staff training presentations centered on campaign goals*
- *Amplified site traffic by 60% within 3-month timeframe by clarifying SEO for niche product; analyzed existing website messaging to identify opportunities for improvement; composed content; updated various site elements*

Houston Texas Fire Fighter Federal Credit Union

01/2007 – 02/2018

Houston, TX

ASSISTANT VICE PRESIDENT, MARKETING (01/2013 – 02/2018)

Led team of marketing professionals to research, develop, and integrate graphic and written content. Oversaw content editing, online communications, and campaign strategies. Crafted tailored promotions and led presentations.

CORE COMPETENCIES: CONTENT MARKETING STRATEGY, CAMPAIGN DESIGN, DIGITAL ENGAGEMENT, PROMOTIONAL MATERIALS, TRAINING / EDUCATION, SOCIAL MEDIA, SEO, COMMUNICATIONS, COMPANY IMPACT, VISION, HIRING

- *Acquired ROMI of +1K% for newly designed and launched 8-week loan product campaign; organized campaign theme and generated offer; trained staff on new campaign; designed and enacted weekly motivational incentives*
- *Raised client acquisition metrics and achieved ~8% direct mail response rate through marketing campaign strategy; coordinated creation and distribution of promotional material; formulated appealing introductory rate*
- *Digitized company marketing presence to include social media and online content marketing initiatives; documented annual plan for digital media; headed social media management; led SEO blog writing and reporting*

MARKETING DIRECTOR (01/2009 – 01/2013)

Developed digital content marketing campaigns. Monitored annual marketing budget. Organized internal communications, community outreach initiatives, and charitable events.

CORE COMPETENCIES: AUTOMATION, CONTENT MARKETING, BUDGETS, PROGRAM MANAGEMENT, TEAM LEADERSHIP, DELEGATION, COORDINATION, COMMUNITY OUTREACH, CHARITY EVENTS, COMMUNICATIONS

- *Started company marketing program and led Communications Committee; recognized for efforts as designated Cornerstone Credit Union League Young Professional Advisor; formed delegation committees; wrote business plan*

MARKETING COORDINATOR (01/2008 – 01/2009)

Created marketing content and conducted associated research. Enhanced overall efficiency through website design, internal communications maintenance, and relationship management. Headed fundraising coordination.

CORE COMPETENCIES: FUNDRAISING MANAGEMENT, EMAIL MARKETING CAMPAIGNS, WEBSITE DESIGN, DIGITAL ENGAGEMENT, ANALYTICAL RESEARCH, LOCAL CREDIT UNIONS, PARTNERSHIP, COMMUNICATIONS

- *Generated \$100K in charitable funds with orchestrated fundraising events; spearheaded collaboration with local credit unions; created email communications plan; organized fundraising program; redesigned chapter website*

OTHER RELEVANT EXPERIENCE

HOUSTON TEXAS FIRE FIGHTER FEDERAL CREDIT UNION, TX	MARKETING ASSISTANT	01/2007 – 01/2008
THE DAILY COUGAR, TX	REPORTER	08/2006 – 12/2006
AMEGY BANK, HOUSTON, TX	TELLER II	01/2001 – 08/2006

EDUCATION

BA, Bachelor of Arts – Communications, Computer Graphics Technology Minor, Univ. of Houston, TX

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