

ANGELINA GOULET

MARKETING DIRECTOR



Los Angeles, CA 90015



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angelina.badalian@yahoo.com



angelinabadalian.com

EDUCATION

BACHELORS OF ART
Marketing Communications
Woodbury University, 2014

PRO. SKILLS

Branding
Social Media
Email Campaigns
PowerPoint
Web Design
Bilingual - Armenian
B2C Marketing
Web Development
Communication
CRM Strategy
CRM Management
Digital Marketing
Content Creation
Market Research
Budget Management
Marketing Strategy
WordPress Management

PER. SKILLS

CREATIVE



COMMUNICATION



SYNERGISTIC



PROFILE

Marketing Director with over 10+ years of experience, specializing in B2C Marketing, CRM Strategy, and Brand Management. Proven track record in leading successful marketing campaigns, enhancing brand visibility, and driving growth, demonstrated by overseeing major rebranding initiatives and managing high-performance teams across various platforms. Skilled in leveraging data-driven strategies and innovative approaches to stay ahead of market trends and meet diverse client needs.

WORK EXPERIENCE

MARKETING DIRECTOR | **FREELANCER**

December 2023 | April 2024

- Ideate and present on overall strategy, moodboarding, work with design team to plan out social strategy
- Lead social media communication strategy by developing, executing, and maintaining a results-driven campaigns on all platforms
- Ideate and present overall strategy and oversee development and execution of marketing packages
- Work with each team effectively to execute the values and goals of the brand
- Supervise, develop and provide feedback and training within the team and department
- Responsible for obtaining profitable results by developing team through motivation, counseling, skills development and product knowledge.
- Led project management initiatives with marketing and social team
- Ensured projects were delivered on time and within budget
- Applied analytical skills to track project progress
- Optimize CRM programs across various channels, including email, SMS, direct mail, subscription and loyalty
- Copywrite and provide creative briefs and direction to design team and external agencies for all email, SMS, direct mail and brand ambassador
- Plan and calendarize all digital marketing efforts to align with overall brand strategy
- Manage relationships with external vendors and agencies to leverage their expertise and ensure successful execution of initiatives
- Be responsible for seamless process, milestone management and workflow between creative and other departments
- Manage and maintain Salesforce database integrity, ensuring accurate and timely data entry and reporting

TECH. SKILLS

INDESIGN



GOOGLE ANALYTICS



KEYNOTE



PHOTOSHOP



ILLUSTRATOR



MICROSOFT OFFICE



AWARDS

LAMDA PI ETA

*National Communication Honor
Assoc.
May 2014*

MAGNA CUM LAUDE

May - 2014

INTERESTS

Social Media
Traveling
Orange Theory
Photography
Jasmine Tea
Matcha

SOCIAL MEDIA

 [linkedin.com/in/angelinabadalian](https://www.linkedin.com/in/angelinabadalian)

 angelinabadalian.com

MARKETING DIRECTOR | NAI CAPITAL

July 2021 | May 2022

- Approve and manage all marketing collateral & content for NAI
- Approve, delegate, and manage job responsibility among team members and oversee quality of marketing assets
- Maintain overall brand by creating and providing templated presentations
- Oversee and manage a team of five in-house Designers & Specialists
- Source, hire and manage independent contractors on a per project basis including developers, coders, and designers
- Provide feedback and direction to designers, along with approval on any newly designed custom marketing assets
- Execute and refine customized marketing campaign per each custom pitch and/or listing
- Responsible for NAI's Rebranding of Facebook, Twitter, and Instagram Account
- Curate and design all content to be published on all platforms including Copywriting and Editing
- Organize and develop Lunch & Learn Seminars along with individual 1:1 Social Media Branding & Planning for various Agents

MARKETING MANAGER | GRANDWAY GROUP

February 2020 | June 2021

- Creating and designing all marketing collateral & content for Grandway, managing social accounts, and brand on all platforms including web & print
- Maintain our overall brand by creating and providing templated presentations
- Source, hire and manage independent contractors on a per project basis
- Oversee and instruct a team of seven independent freelancers
- Execute and refine customized marketing campaign per each custom built home
- Build and run multiple campaigns including Paid Advertising, SEO, email marketing, social content marketing, and direct mail marketing
- Research competitors and stay up to date on industry trends in order to capitalize on opportunities for growth
- Oversee and approve an average of \$16K+ of invoicing on a monthly basis
- Drive and execute paid campaigns across major social platforms including Facebook, Instagram, LinkedIn
- Curate and design all content to be published on all platforms including Copywriting and Editing

CORPORATE MARKETING MANAGER | DAVIDSON HOTELS & RESORTS

December 2018 | February 2020

- Executing annual marketing plan to budget, in consultation with operations and Corporate Director of Integrated Marketing
- Led marketing team and contract developer through redesign and rebrand of 5 independent property websites
- Achieved 35% growth in engagement over 6 months through mailer rebranding and analytical A/B testing
- Create, maintain, and distribute monthly marketing reports showing achievement of critical metrics for marketing campaigns
- Managing the execution of seasonal promotions and various campaigns

REFERENCES AVAILABLE UPON REQUEST
