**Sequoia Houston, MBA**2202 S. Figueroa St. #318

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**EXPERIENCE**

**The Sur-Ryl Group**, Dallas, Texas **October 2009 – Present**

***Consultant / Marketing and Media Coordinator***

Responsible for providing creative and cost-effective marketing solutions to drive revenue and assist small businesses with achieving company growth and market share strategies.

* Develop media projects from conception to completion, including scriptwriting, directing, producing and editing utilizing Final Cut.
* Develop marketing strategies for small businesses, including go-to-market and digital media strategies. Collaborate with business owners to establish both short-term and long-term growth and expansion goals and to incorporate these goals into the marketing strategy.
* Assist clients with brand development and management, creating original copy for web content and marketing collateral. Provide design solutions, including graphic design of logos and company letterhead, website design and search engine optimization.
* Drive Sur-Ryl business development growth by developing and fostering relationships with key decision makers of current and target clients. Prospect new accounts and drive customer loyalty by repeatedly producing tangible revenue-increasing results from marketing campaigns.

**Celluphone/Verizon**, Los Angeles, California **April 2012 – January 2014**

**Retail Marketing Specialist**

Identified marketing and business development activities needed to drive increased traffic and new business

* Responsible for development of strategy, guidelines and resources for Neighborhood Marketing program as well as overseeing the execution of it and other community-based outreach programs.
* Drove social media and digital marketing efforts as well as created and managed original content.
* Managed communications to consumers and dealers utilizing e-mail and direct mail campaigns.
* Tracked social media performance utilizing reporting tools such as HootSuite and Goggle Analytics.
* Planned and executed events for Verizon Wireless Neighborhood authorized retail locations.
* Developed comprehensive marketing training, evaluation and recognition program for sales managers
* Increased Facebook presence from 55 followers to more than 18,000 followers.
* Utilized Adobe Creative Suite to design marketing elements for print and digital marketing.

**Westwood College**, Los Angeles, California **May 2011 – June 2013**

**Adjunct Faculty**

Responsible for teaching approved curriculum for the College of Business and motivating students to actively participate in the learning process. Classes included: Leadership and Managerial Decision Making, Foundations of Management, Marketing Management, Selling and Operations Management.

* Maintain expertise in subject area and recommend improvements in curriculum design.
* Develop daily lesson plans and instructional aids.
* Complete professional development activities in accordance with college standards.
* Participate in school retention initiatives by providing regular, accurate, and timely feedback to students and the school concerning academics, behavior, attendance, etc.

**Grant Thornton LLP**,Dallas, Texas **July 2010 – May 2011**

***Marketing and Creative Services Associate***

Responsible for design and production of internal and external marketing tools to facilitate business development and drive firm revenue for audit, tax and advisory services in markets throughout the Central U.S.

* Developed proposals, presentations and marketing tools to enable firm representatives with effectively marketing firm services and increasing brand value and market share through professional communication.
* Utilized Sage SalesLogix CRM to track business development activities and results for markets throughout the Central U.S. Produced weekly marketing reports of market share and competitive analysis using OneSource, IBIS World and DowJones. Updated Sage and presented reports of wins/losses during client development meetings.
* Designated marketing lead for the weekly “Oklahoma Pursuit” strategy meetings. Supported pursuit team contributing to business pipeline development as well as building and maintaining account relationships. Collaborated with account and pursuit teams to assist in execution of the opportunity lifecycle for prospects and the growth of revenue within existing assigned accounts.
* Collaborated with firm partners and cross-functional client service professionals to develop and implement a strategic growth plan and marketing strategy for the Healthcare IT business segment.
* Introduced use of the HIMMS directory for lead generation and implemented a plan to increase partner participation in industry networking groups.
* Key member responsible for transfer of company information to a new intranet. Successful in achieving implementation ahead of schedule with zero loss of information.

**KPMG, LLP**, Dallas, Texas **December 2007 – October 2009**

***Area Marketing/Go-to-Market Associate***

Marketing professional charged with driving business development in middle market accounts in the Dallas and Houston offices. Generated leads, developed marketing strategies for new business segments and assisted with the creation of proposals and business development presentations for new clients.

* Collaborated with senior leadership to develop go-to-market / business development strategies and establish thresholds for target clients. Strategically aligned current lines of business into segments that better fit the marketplace and the industries of target clients.
* Provided project management support on regional, national and global cross-functional marketing teams. Collaborated with employees across the U.S. and internationally on research projects, business development functions and client analysis.
* Sourced competitive intelligence, planned networking events and generated leads for audit, tax and professional services. Identified and fostered relationships with key note speakers for KPMG’s ShareForums, thought leadership conferences designed to increase communication and foster relationships between the firm’s partners and clients.
* Conducted primary and secondary marketing research and developed marketing analytics reports using Alacra, Lexis-Nexis and OneSource. Sourced competitive intelligence, maintained InterAction CRM database and presented reports to partners and client service leaders to assist in business development.
* Provided analytical and tactical support on request for proposals (RFPs). Assisted with proposals for Wal-Mart, Exxon Mobil and the United Arab Emirates and worked independently on proposals/qualification documents for companies such as Brinker International.
* Supported senior partnership in the Southwest U.S. in establishing a new Healthcare IT business segment. Performed competitive analyses, identified target clients and provided marketing and business development support to partners and client service professionals responsible for signing on clients.

**EDUCATION**

Master of Business Administration, Marketing – Univ. of North Texas; December 2009

Bachelor of Arts, Psychology & Communications (Media Production) – Univ. of Houston; May 2006