

FRANKLIN GUTIERREZ

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DIGITAL MARKETING

- Social Media Marketing.
- Website Design
 - Wordpress
- Graphic Design
- Community Management
- Emails Campaigning
- PPC
- E-commerce
- SEO & SEM

ADVERTISING

- Brand Identity
- Public Relation & Media Relations
- Direct Marketing
- Corporate Strategy
- New Business Development
- Event promotion
- Trade Show Logistic

RELEVANT SKILL

- Fluently Bilingual (Spanish-English)
- Quickbook
- Basic Accounting
- Human resource knowledge
- New Customers Adquisitions

TRUE MEDIA PRODUCTION

Regional Manager Feb 2016 Miami, FL

- Created and developed marketing strategies and plans to be implemented within the company as well to clients.
- Managing the clients' social Medias and contents.
- Fueled the client's presence and image in the community.
- Lead the website design team
- Created and lead a team of key players in order to offer our clients a solid team of professionals devoted to grow their business.
- Prepare and implement sales campaigns.

THREE POINTS FIVE INVESTMENT INC

Operations Manager Jun 2013 to Jun 2015 Pembroke Pines, FL.

- Lead and created a strategy campaign in order to increase: Revenue and Brand awareness.
- Increase the revenue over twice fold in a period of 8 months. From \$3905.00 in monthly revenue to \$14899.00.
- Implement an operational system to optimize the daily operations.
- Increase the customers' satisfaction by leading a customer services policy. Decrease bad reviews and complains 90% while increased the positive review and word-of-mouth referred in over 95%.
- Created and developed marketing campaigns, both online and printed.

RED ROOF INN

Auditor May 2009 to Sept 2012 Columbus, OH.

- Acting as Auditor, Operational assistant manager and marketing assistant.
- Review and close daily financial operation tasks
- Lead and supervise operation team.
- Assist in the implementation of marketing plans and revenue goals.
- As the main key office member, I trained and coached new staff members.

PASEO DE LAS ARTES

Social Media Manager July 2016 Miami, FL

- Event promotions
- Community Manager
- Content Development
- Content Positioning

GOALS DELIVERED



Reaching +50000 people in an only-organic campaign



Growing to more than +20000 real followers



Succesfully raise a mailing list to over +1200 address

“The best way to predict the future is to create it.”

Peter Drucker

COLLEGE

- Accounting Associates Bachelor
Instituto Técnico
Pedro Emilio Coll
Venezuela.
- Marketing Associates Bachelor
Instituto Técnico Superior
Antonio José de Sucre
Venezuela

CERTIFICATE

- Hospitality Management.
Certificate.
AH&LA. Columbus. OH

TOOLS

- Wordpress
- MS Office
- Video Editing
- Photography
- MailChimp
- Contact Contants
- Google Adword
- GooGle Analytics
- Yelp
- Google Apps
- Facebook Analytics
- Facebook ad
- HootSuite
- YouTube
- Shopyfi
- Woocommerce
- Basecamp
- Groupon