

# MARTHA E. GONZÁLEZ

## MARKETING CREATIVE

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### PROFILE

A marketing professional with an integrated marketing skillset, who brings a balance of creative and analytical skills, and has demonstrated experience managing cross-functional projects.

### COMPUTER SKILLS

IRi Unify, Adobe Creative Cloud: Photoshop CC, InDesign CC, Illustrator CC, WIX Web Editor, Canva, Storepoint, Prezi, Microsoft Teams, Microsoft Visio, Advanced Microsoft Word, PowerPoint, and Excel, Acrobat Pro DC, Google Analytics, Google Ads, Facebook Business Manager, Canva, 1WorldSync, Monday, Macintosh Operating System, Windows Operating System, Type 66 words per minute, Zebra Designer, Bartender and United Barcode Systems.

### OTHER DATA

Native Spanish Speaker. Marketing Chair for Modesto Walk to End ALZ, Studied Abroad in Nuevo Leon, Mexico in Fall 2006, Member of: Movimiento Estudiantil Chicano de Aztlán (M.E.Ch.A.) for 7 years, Teatro Los Hijos Del Campo (TLHDC) for 3 years. Helped organize events for the Chicano Commencement, Chicano Latino Youth Conference (CLYC) and the Cesar Chavez Committee. Love to hike, canoe, camp, and travel through the Americas. Passionate about raising a positive company culture.

### EDUCATIONAL TRAINING

#### California State University, Stanislaus

Bachelor of Science in Business Administration  
Double Major: Marketing, International Business  
Graduation date: June 2010

#### Certificates

- The Logistics and Law of Exporting from the U.S.A., Ocean World Lines, Inc. (2011)
- Hazard Analysis Critical Control Point Certification, The International HACCP Alliance and Professional Foods Safety Ltd. (2010)

### CAREER SUMMARY

#### PLM Operations, LLC

Modesto, California

Marketing Manager

October 2018 to Present

- Lead development and execution of consumer marketing initiatives including event marketing, social/digital programs, and account-specific programs.
- Work with R&D in leading product renovation and innovation process from ideation through implementation.
- Manage execution of packaging graphics including updates to brand refresh whilst coordinating with cross-functional groups and vendors.
- Assist field sales team in building customer sales presentations and updating all product specification changes and new product point of sale materials.
- Analyze company sales performance on an ongoing basis and utilize primary and secondary data to analyze consumer trends and competitive activity.

## CAREER SUMMARY CONTINUED

### **Grower Direct Nut Company, Inc.**

**Hughson, California**

*Marketing Manager - The Nutty Gourmet (CPG)*

*February 2017 to October 2018*

- Re-brand the company image, including trademark registration, website creation, and social media presence.
- Launch new product lines from the R&D to shelf, including sourcing of co-packers, ingredients, materials, and artwork.
- Event planning and participation in local and national tradeshow events.
- Manage online store including FBA Amazon storefront.
- Produce valuable content for the company's social media presence including Facebook, Instagram, and Twitter.

*Marketing Manager - Grower Direct Nut (B2B)*

*February 2017 to October 2018*

- Develop, plan and implement strategic Grower Relations & Sales marketing programs.
- Promote team building and internal marketing through company-wide employee programs.
- Act as a liaison between the Sales, Operations, and Grower Relations teams.
- Event planning and participation in local, national, and international trade shows.
- Responsible for producing valuable content for the company's digital presence.
- Conduct general market research to keep abreast of trends and competitor movements.
- Prepare reports for review by the company's executives as needed.

### **PMZ Real Estate**

**Modesto, California**

*Marketing Coordinator*

*November 2016 to March 2017*

- Develop and launch strategic programs that increase perceived value to the brand.
- Coordinate events for the corporate office, companywide training, award ceremonies, award dinners, and tours.
- Implement and manage recruiting and outreach programs for new and prospecting agents.
- Hold daily Social Media training sessions with individual agents.
- Design web pages for agents within our company page using Illustrator and HTML.
- Utilize Google Analytics to analyze website performance for multiple company websites.
- Utilize AdWords to increase website traffic.
- Participated in the initial steps of rebranding the company culture and image.

### **FreshPoint Central California**

**Turlock, California**

*Marketing Coordinator*

*June 2015 to November 2016*

- Manage social media accounts for the OpCo and submit written Blog posts for the overall company website.
- Develop, implement, and manage the "Locally Grown" program; this includes sourcing local vendors, managing database, coordinating production, packaging, managing costs, and pitching the program for sale into retail.
- Develop OpCo presence in both print and social media pages.
- Develop, implement and manage community outreach programs throughout the year.
- Provide materials and coordinate trade shows, special events, produce fairs, and local tours.
- Bring concepts to life by coordinating projects from design, print, and implementation.

### **Grower Direct Nut Company, Inc.**

**Hughson, California**

*Logistics and Marketing Manager*

*September 2011 to June 2015*

- Coordinate the launch of new retail products from ideation into major national retail stores.
- Developed brand identity online with search engines and social media pages.
- Coordinate new website design, programming, and launch.
- Design and coordinate trade show displays for international food shows.
- Develop new promotional material for domestic and international sales.
- Manage departments to reach and exceed monthly shipment goals of up to four million pounds while overseeing cost budgets.
- Develop computer applications, forms, and procedures to streamline communication and increase efficiency.

*Interim Plant Manager*

*February 2014 to December 2014*

- Manage cross-function projects for the overall production flow of over 65MM pounds of walnuts.
- Create or improve current processes for company growth and efficiency throughout departments.
- Aid in the development of new custom software applications that encompassed incoming material, inventory management, order processing, production, shipment tracking, accounting, and customer service.

*Customer Service Supervisor*

*November 2009 to September 2011*

- Coordinate with all pertinent departments to ensure customer and contract satisfaction.
- Draw and enter new sales and terms for domestic and export contracts.
- Participate in the sales negotiation, terms, and closing.
- Daily international communication with customers, brokers, and traders.
- Manage and maintain organic certification through CCOF Certification Services, LLC.