

SHARON CARTER

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Professional Profile

- Superb organization skills with a proven ability to manage multiple high-profile, and time-critical projects simultaneously.
- Entrepreneurial spirit with reputation for competence and initiative.
- Effective communicator able to simplify and clearly present complex information to diverse audiences.
- Solid leader able to collaborate with and mentor highly productive and loyal teams.
- Perpetual student, curious about technology, digital marketing and committed to continuing professional development.

Areas of Experience:

Marketing Strategy and Brand Management

Website Development, Content Management and Search Engine Optimization

Work History

MARKETING & BUSINESS DEVELOPMENT (Current)

American Pacific Mortgage – Everett, WA

Identify opportunities in the mortgage industry and manage marketing activities for Everett office, assisting 12 Loan Officers.

- Develop and execute marketing initiatives targeted to clients and referral partners to foster loyalty and repeat referral business.
- Meet regularly with Loan Officers to identify and fulfill specific marketing goals.
- Develop content, write and design marketing collateral.
- Manage 13 social media accounts. Leverage Facebook, LinkedIn, Zillow and CRM systems to increase Loan Officers online presence.
- Tracked social media content to determine success and/or failure, in order to better understand consumer behavior.
- Develop and design monthly email eNewsletters using MailChimp.
- Brand management to ensure all collateral meets mortgage compliance regulations.

MARKETING CONSULTANT (Current)

Carter Webworks – Everett, WA

Provide WordPress website design, content management, copywriting, SEO and / or email marketing services. Developed content to align with SEO strategy. Recent clients include:

- Elegant Mexico (www.ElegantMexico.com)
- Carter Construction (www.MikeCarterConstruction.com)
- Guardian Patrol Security Services (www.Guardian-Patrol.com)
- Solid Rock Creations (www.SolidRockCustomGranite.com)

MARKETING PROJECT MANAGER (2005 – 2014)

Del Mar Development – Los Cabos, Mexico (Freelance consultant working remotely from Seattle)

Co-managed marketing efforts for real estate and vacation resort developer, reporting to President or Director of Sales. Initially hired as Assistant to VP of Marketing and promoted to Marketing Project Manager in 2007.

Co-managed marketing strategies and budgets for sales collateral, direct mailings and email marketing campaigns. Responsibilities included oversight of brand management, social media, public relations, media, event coordination, partnership marketing, and website development.

- Collaborated with leadership teams to identify unique product offerings and subsequently developed marketing strategies to drive ROI.
- Partnered cross-functionally amongst teams to develop initiatives that improved organizational performance.
- Initiated and developed a member website that increased efficiency of communication to homeowners.
- Initiated and developed home listings website resulting in substantial savings from not outsourcing this work.
- Tracked and managed SEO initiatives, doubling unique website visitors in 18 months.
- Content management for 5 websites.
- Collaborated on teams of 3 to 6 to produce digital and print collateral including sales prospectus and annual lifestyle magazine.
- Developed relationships with media and negotiated strategic added-value promotions / events to maximize exposure and profitability of advertisements.
- Managed partners, vendors and graphic designers to ensure deadlines were met.
- Managed all collateral printing from design through pre-press and distribution / direct mailing.
- Coordinated multiple photo / video shoots and managed digital assets.
- Frequently traveled to Los Cabos to collaborate and coordinate marketing efforts with Development, Construction and Sales teams.

OFFICE MANAGER / FILM PRODUCTION COORDINATOR

Vancouver, British Columbia (Freelance - Projects typically lasted 3 to 10 months)

Coordinated operations on over 20 films, TV movies and series. Implemented efficient office procedures, organizing all operational aspects of office and studio. Consistently commended on organization skills resulting in regularly being recruited for additional projects. Trained and mentored loyal, productive teams that worked together on numerous projects. Recurring employers included:

Warner Brothers

NBC Television

CBS Television

Universal Pictures

Twentieth Century Fox

New Line Cinema

Skills & Education

Skills: MS Office, HTML, CSS, WordPress, Dreamweaver, Photoshop, Illustrator, InDesign (PC or Mac)

Interactive Media Web & Graphic Design Courses: Everett Community College

Inbound Marketing Certification: Hubspot

Marketing Management Diploma: British Columbia Institute of Technology (BCIT)

