

Martha Bellomy

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PROFESSIONAL EXPERIENCE

MB Marketing Solutions, Marketing Strategist 2009 to 2014

Managed a virtual advertising agency that develops and implements marketing initiatives, communication plans, and advertising campaigns for businesses. Experienced in business-to-business and business-to-consumer. Managed and supervised a team of people focused on creative development and project execution.

Key Accomplishments:

- Boost client organization's brand awareness through a strategic public relations and digital marketing plan approach involving local TV, social media, community, and grassroots efforts
- Recognized for consistently delivering projects on time and within budget
- Developed operating standards and procedures focused to maintain clients and internal teams (creative & account services) informed of project status, general account issues, and billing
- Managed new brand identity process of start-up businesses involving all internal and external creative content including website, business development kit, and a strategic marketing launch plan that involved social media, public relations, and grassroots efforts
- Developed and executed a strategic launch plan for a financial management service firm that included digital and direct mail media resulting in a \$3.5 million increase in capital
- Delivered 20% year-over-year sales growth as a result of establishing set sales goals and developing respective marketing plans for a local fashion design line; netting an established distribution contract with a nationwide high end department store
- 2013 Entrepreneur of the Year Nominee by the Dallas Hispanic Chamber of Commerce