

Laura Alicia Garcia

Marketing Specialist

760.504.9658 vernis.laura@gmail.com lauraliciav.com

Skills —

InDesign
Illustrator
Photoshop
Miro
Adobe Creative Suite
Microsoft Office Suite
Powerpoint
Salesforce
New Forma
Tableau
OneView

Client Types —

Commercial Real Estate
Education
Financial Advisory
Government
Healthcare
Law
Private Equity
Residential
Tech
Transportation

Education —

MS Architecture

NewSchool of Architecture
& Design

BA Advertising

University of West Florida
Minor: Marketing

Experience —

PERKINS&WILL

MARKETING COORDINATOR | NOV 2021 - PRESENT

Proposal Management

- Lead the development and execution of an average 5 complex RFI/RFQ/RFP's per month ensuring scope accuracy, competitive differentiators, and strategic client-centric messaging
- Serve as central point of contact throughout pursuit milestones, clarifying approach, gathering technical collateral, and crafting visually-compelling submittals and presentations
- Facilitate proposal-related kickoff calls and check-in meetings both internally and externally with partners to delegate outstanding tasks
- Conduct weekly procurement go/no-go assessments with project leaders, marketers, and practitioners to optimize and support business initiatives

Firmwide Business Operations

Spearheaded the development a "Marketing Toolkit" database— an internal resource designed to support 2,800+ staff globally, improving efficiency and consistency in marketing request workflows.

- Facilitated workshops with marketers, developers, and business leaders to identify challenges
- Analyzed existing products to innovate business tools and resolve technical issues
- Provided technical and creative direction to IT and development team using UX driven research
- Compiled key narratives, pursuit collateral, and assessed winning proposals across disciplines
- Populated database with strategically identified resources to streamline search results

GENSLER

MARKETING COORDINATOR | AUG 2021 - NOV 2021

- Responded to an average of 5 SOQ/RFI/RFQ/RFP's on a monthly basis ranging in complexity
- Developed high-impact presentation collateral for shortlisted proposals
- Designed portfolios, brochures, and booklets to use as client collateral deliverables
- Maintained Salesforce database of opportunities and pursuits for review with leadership

BNIM ARCHITECTS

BUSINESS DEVELOPER | MAR 2021 - AUG 2021

- Developed and maintained client relationships within strategically targeted market areas
- Identified potential opportunities and partnerships via strategic alignment efforts
- Leveraged professional relationships with targeted clients to promote partnership opportunities
- Produced effective proposals and presentations in response to RFI/RFQ/RFPs

AVARCAS USA

DIGITAL MARKETING MANAGER | MAR 2019 - MAR 2021

- Improved customer experience and increased retention by resolving CX issues
- Crafted strategic content for campaigns, social media, and website collateral
- Increased brand awareness via collaborations, campaigns, and optimizing SEO
- Responded to over a hundred customer service related emails on daily basis to resolve issues