

# Laura Alicia Garcia

## Marketing Specialist

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### Skills —

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

### 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

### 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

#### 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