

Laura Alicia Garcia

Marketing Specialist

760.504.9658 vernis.laura@gmail.com lauraliciav.com

Skills —

InDesign
Illustrator
Photoshop
Wordpress
Premiere
After Effects
Miro
Adobe Creative Suite
Microsoft Office Suite
Powerpoint
Salesforce
New Forma
Tableau
OneView

Education —

MS Architecture

NewSchool of Architecture
& Design

BA Advertising

University of West Florida
Minor: Marketing

Certifications —

GPRO Fundamentals of Building Green

Urban Green Council

Digital Marketing

University of West Florida

Experience —

PERKINS&WILL

MARKETING COORDINATOR | NOV 2021 - PRESENT

Firmwide Business Operations

Pitched, initiated, and developed a Marketing Toolkit Database designed for marketers, creating a strategic database that optimizes the proposal pursuit process.

- 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
- Harvested key narratives across disciplines to leverage marketing resources
- Populated database with strategically identified resources to streamline search results

Proposal Lead

- Champion an average of 5 project proposals per month ranging in complexity and team size
- Develop and schedule proposal milestone materials to meet submittal requirements/deadlines
- Coordinate with teaming partners and consultants to collect information and documents
- Guide project teams with presentation interviews and provide marketing collateral

GENSLER

Marketing Coordinator | Aug 2021 - Nov 2021

- Participated in project strategy and planning using pipeline and Salesforce insights
- Designed, wrote, and produced winning project proposals in a rapid-paced environment
- Crafted presentation materials and coordinated interview rehearsal/preparation
- Conducted market research to identify project leads and business development activities
- 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 targeted market areas
- Identified potential opportunities and partnerships via strategic alignment efforts
- Leveraged professional relationships with targeted clients to promote relevant service offerings
- Produced effective proposals and presentations in response to RFQs/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
- Analyzed competitors and business models for opportunities to innovate and improve CX
- Responded to over a hundred customer service related emails on daily basis to resolve issues