

Mae Tafoya

persingulat@gmail.com
persimae.com
505.321.9340

SUMMARY

Marketing professional excelling in strategic management. With 7 years of experience in business development, print/digital advertising, and influential marketing practices.

RELEVANT EXPERIENCE

Marketing Coordinator, Assoc. of Energy Svcs Professionals, Phoenix, AZ - Current Position

- Responsible for providing marketing support to AESP, including serving as the social media liaison; the creation of electronic and printed marketing communication materials, and managing website updates.

Graphic Designer (Freelance), Tribal Era Screen printing, Tuba City, AZ - Current Position

Working remotely and independently, responsibilities include:

- Consult with the client to determine a concept for design
- Create the designs for apparel and other retail items
- Manage multiple projects simultaneously, being efficient as possible to ensure completion by due date

Creative Director, Brewers Crew Magazine, Albuquerque, NM - April 2016 - January 2017

- Achieved tremendous growth in circulation numbers, jumping from 4,000 to 35,000 in 8 months.
- Implement strategic goals and objectives in the creative development process, resulting in exciting new look and feel; bringing in new readers.
- Increased followers on social media by 160% leading to additional digital ad sales of \$450 per month.

Marketing Specialist, AMERIND Risk, Santa Ana Pueblo, NM - July 2013 - April 2016

- Spearheaded a company-wide rebranding project by managing brand guidelines and launching nationwide ad campaign, resulting in \$100,000 of new insurance business.
- Implemented new social media communication efforts to reach diverse target market for successful growth of 110% in followers.
- Suggested new budget spending methods saving \$15,000 in marketing budget for after one year.

EDUCATION

New Mexico State University, Bachelor of Fine Arts, Las Cruces, NM - Aug 2006 - May 2011

Studies included typography, brand identity, package design, sustainability, small business development, print/digital advertising, social media advertising strategies, and website/social media data analyzing.

PROFESSIONAL SKILLS

- SWOT Analysis
- Strategy formulation
- Project management
- Brand development
- Advertising
- Graphic design
- Marketing automation software
- SEO / Google Analytics
- Promotional marketing
- HTML/CSS
- Client Relationship building
- Social media
- E-mail / E-Magazine design
- Public speaking
- Leadership
- Training and development
- Video editing
- Photography

"Innovation is the key for successful strategic methods."

