

Vanessa Botero

Business and Marketing Professional

Goal driven leader with more than 15 years of experience, focused on customer satisfaction, Managed various lead generating programs and associate development to ensure the organization achieves Sales goals with Marketing campaigns. Core competencies include: Excellent communication, negotiation, and leadership skills.

Also, highly skilled in public relations, event planning, social media Management and logistics.

EDUCATION

May 2008

Autonoma Occident University

- Bachelor of Science in Communications with a focus on Journalism.
- Directv College - Marketing and Business. (June 2010)
- Real Estate (January 2018)
- Digital Marketing (June 2019)
- Go HighLevel CRM (January 2020)

EXPERIENCE

BrandStorm Impact. in Fort Myers, 2020 - Present.

Owner- Marketing Specialist

- I manage a team responsible for creating and uploading content to social media platforms, coordinating logistics for events, identifying and working with industry experts, generating new leads, sending email blasts, and maintaining the company website.

WHITE STONE DEVELOPMENTS Fort Myers, FL

January 2018 to November 2020

Real Estate Marketing Manager

- Responsible for interviewing, hiring, and training real state agents to show White Stone properties including managing all events and Open House logistics.
- Managed social media, website, pictures, videos, networking events.
- Saved company \$12,000 annually by moving all direct mail to online and email marketing.
- Developed social media, online newsletter and other marketing tools and platforms.
- Maintained database and managed documentation process of leads with Go HighLevel CRM.

SPOTLESS CAR DETAILING CORP, Fort Myers, FL

November 2013- 2020

General Manager

- Researched and identified new growth opportunities resulting in 4 new businesses annually.
- Created and implemented a Satisfaction Service Inspection for every service offered leading to increased end-user customer satisfaction for our client base.
- Oversaw all daily business operations; hired and trained all managers and operations staff.

DIRECTV

Marketing and Sales Manager

February 2004 – January 2013

- Effectively managed a successful sales team of 25 members, also was responsible for interviewing, hiring and training new sales team members in the Kaser Sales methodology.
- Maintained an active prospect list for telemarketing and outside sales calls. Conducted weekly sales and coaching sessions with branch sales staff to ensure goals were being met.

SKILLS

Digital Marketing -Leadership

90%

Training and Development

75%

Go High Level -Lead Generation

70%

Bilingual (Spanish)

85%

Event Planner Logitics - Trade Shows

80%

CONTACT



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