







VANESSA BOTERO

BUSINESS AND MARKETING
PROFESSIONAL

CONTACT

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-  1290 Lakeland Cir Fort Myers
FL 33913.

SKILLS

- Digital Marketing -Leadership
 90%
- Training and Development
 88%
- Go High Level - Trello- MS Office
 85%
- Bilingual (Spanish)
 99%
- Event Planner Logitics - Photography
Trade Shows
 80%

EDUCATION

Bachelor of Science in Communications
with a focus on Journalism.

Mayo 2008

Autonoma Occident University -
Marketing and Business Program

June 2010

Directv College

June 2019

Digital Marketing Certification

January 2020

Go HighLevel CRM Certification

ABOUT ME

Objective: Results-oriented and goal-driven business and marketing professional with over 15 years of experience. Skilled in customer satisfaction, lead generation, associate development, and marketing campaign management. Proven expertise in communication, negotiation, leadership, public relations, event planning, social media management, and logistics. Seeking a challenging role to leverage my skills and contribute to the success of an organization.

EXPERIENCE

Brandstorm Impact INC Estero, 2020 - Present.

CEO - Marketing Specialist

- Lead and manage a team responsible for creating and uploading content to social media platforms, coordinating logistics for events, working with industry experts, generating leads, executing email campaigns, and maintaining the company website. Also, I maintained a database on Go high Level and managed projects on Trello.
- Successfully drive brand visibility and customer engagement through effective social media strategies.
- Collaborate with cross-functional teams to develop and implement marketing campaigns that align with sales goals.

Bath Solutions ETC - Bonita Springs, 2019-2020

Marketing and Project Coordinator Specialist

- Experienced in managing the permitting process across multiple municipalities.
- Knowledgeable in project accounting and providing support to the Project Manager.
- Marketing: Create & Post: Facebook ads, Next Door Ads, Flyers,
- Constant Contact Blasts, Hatch Blasts. Find, Schedule & Coordinate Home Shows & Events. Coordinate & Prep for Office Open Houses, Coordinate/plan all special events.
- Collaborating with the team to ensure project progress as per schedule.



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WHITE STONE DEVELOPMENTS Fort Myers, FL

February 2018 to November 2019

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 HighLeve and trello CRM.

SPOTLESS CAR DETAILING CORP, Fort Myers, FL

September 2013- January 2017

General Manager

- Researched and identified growth opportunities, resulting in the establishment of four new businesses annually.
- Implemented a Satisfaction Service Inspection process, leading to increased customer satisfaction for the client base.
- Oversaw daily business operations, including hiring and training managers and operations staff.

DIRECTV

February 2004 – January 2013

Marketing and Sales Manager

- Managed a successful sales team of 25 members, including recruitment, training, and performance management.
- Developed and maintained prospect lists for telemarketing and outside sales calls.
- Conducted weekly sales and coaching sessions to ensure team goals were achieved.