

# Zuhaly Ramón, MA

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## MARKETING EXPERIENCE

### ALPFA, Inc.

Remote

*Marketing Director*

2024

- Lead the development and implementation of the marketing strategy, establishing clear objectives across diverse channels and segments to enhance brand positioning and audience engagement
- Establish departmental standard operating procedures to uphold consistent quality in work
- Optimize internal communication by streamlining messaging across five communication channels
- Direct the creation and development of content for integrated marketing projects, focusing on digital such as images, videos, and blogs
- Analyze market research, member insights, and industry best practices to refine and enhance national promotional strategies
- Generate comprehensive reports, analyzing findings and delivering actionable recommendations for internal campaigns spanning social media and email initiatives
- Develop strategy to transition 75% of expiring memberships through targeted transition campaigns
- Project-manage tasks, projects, and campaigns to ensure complete and timely delivery
- Execute high-impact digital paid advertising campaigns, maintaining precise execution and strict adherence to a quarterly budget of \$10,000
- Provide strategic guidance on website updates and optimizations to align with brand's tone and voice
- Manage production schedules and nurture ongoing relationships with vendors
- Lead recruitment, training, and development of departmental staff, ensuring trainings and real-time skill development

*Marketing Manager*

2022 - 2023

- Strategized and implemented a data-driven marketing plan for the annual convention, driving a substantial 29% surge in attendance and securing a 40% expansion in corporate partnerships between 2022 and 2023
- Managed communication and deliverables for an extensive portfolio of 80 corporate clients, ensuring 90% client satisfaction and timely project delivery
- Conceptualized and executed quarterly creative, LinkedIn paid campaigns with a budget of \$150,000
- Crafted and edited 3-5 annual press releases and corporate communications that show ALPFA's positive impact on Latino communities
- Ideated and implemented strategy, messaging, and toolkits for 120 student and 47 professional chapters resulting in increased brand awareness and engagement
- Created and executed B2B and B2C omnichannel strategies across channels including: social media, email, digital advertising, website, and video with support from team
- Led content development strategy across website, social, and print that drive member and partner engagement and fostering growth
- Effectively managed a team of five, overseeing projects and personnel, while maintaining strong vendor relationships

### Uptima Entrepreneur Cooperative

Remote

*Business Mentor: Explore Your Ideas + Go-to-Market Strategy*

2022 - 2022

- Instructed and mentored a cohort of eight entrepreneurs and small business owners, clarifying business ideas and markets, testing solutions, and laying the foundation for a thriving business
- Cultivated potential customer's experience and products that meet the needs of their target audience's purchasing decisions, and build relationships
- Refined their minimum viable product to build brand awareness and increase sales

### MORE Advertising

Watertown, MA

*Account Executive/Latinx Coordinator*

2021 - 2022

- Managed four to six clients and collaborated with senior management to create customized solutions that improve efficiency and growth for clients

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- Developed digital, content, and messaging strategy for healthcare, education, housing, and financial clients for \$1 million campaigns
- Led primary and secondary research for Latinx-focused campaigns, including designing research screeners, recruitment, interviewing, and consumer reporting

## **Boston University College of Communication**

Boston, MA

*Program Coordinator*

2018 – 2021

- Wrote quarterly student newsletter to publicize department updates with 98% opening rate
- Recruited and onboarded summer faculty, aligning their expertise with student demand; orchestrated scheduling of 30+ classes for 800 students, resulting in a 20% increase in course satisfaction and enrollment rates
- Conducted annual secondary research and competitive analysis of top regional universities and presented recommendations to leadership

## **Basis Technologies**

Boston, MA

*Media Associate*

2017 – 2018

- Communicated, collaborated, and supported a cross-functional team and vendors with presale, planning, and post-campaign activation
- Monitored performance for diamond and hospitality brands to ensure budget delivery and proactively offered recommendations to optimize campaigns

## **EDUCATION**

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### **Boston University College of Communication**

Boston, MA

Master of Science in advertising

2021

### **Smith College**

Northampton, MA

Bachelor of Arts in sociology and Spanish

2017

## **SKILLS**

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**Data Management:** Salesforce, MRI, Mintel, Brandwatch, PEW Research, Statista, E-Marketer, and Kantar

**Technical Proficiency:** Google Suite, Slack, Canva, Active Campaign, Mailchimp, Camtasia, Constant Contact, Monday.com, Cvent Management

**Project and Strategy:** Change Management, Project Delivery, Strategic Planning, Process Development

**Language:** Bilingual in Spanish and English

## **CERTIFICATIONS**

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### **The Partnership, INC.**

2023

Associate Leadership Development Program

### **Cornell University**

2023

Women's Entrepreneurship

### **Product Marketing Bootcamp**

2021