

Mariana Griswold Gailey

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Marketing and Graphic Design Specialist

Results-driven and customer-focused marketing and communications professional with experience in high volume outreach, performance-driven campaigns, CRM systems, and data-backed optimization. Proven ability to follow structured processes, manage large workloads and communicate clearly with diverse audiences. Highly dependable, metrics-focused, and motivated to grow.

Core Skills

- Professional Phone, Email and Written Communication
 - Extensive Experience in Graphic Design, Website Management and Print Production
 - Process Adherence and Quality Control
 - Thrives in a Fast-Paced, Deadline-Driven Setting
 - Scripted and Structured Workflows
 - KPI and Performance Metrics and Reporting
 - Cross-team Coordination
 - Customer Needs Analysis
 - CRM and Database Management
 - Time Management and Attendance Reliability
 - Remote Work Experience
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Professional Experience

Account Coordinator

Omni Advertising - December 2024 - Present

-Responsible for communicating with clients, reviewing and composing correspondence, receiving requests, complaints, and managing account budgets.

-Provide effective support to a large number of client accounts by assembling promotional materials and marketing plans to be sent to new and existing clients.

-Maintain accurate records, prepare reports, and ensure all client interactions are handled professionally.

-Responsible for supporting Account Executives by opening and tracking all jobs directed to various departments (ie: Traffic, Creative, Media, Broadcast and Social Media teams).

- Assists in proofing and compiling materials for internal and client meetings.
- Provide administrative support for booking travel and scheduling meetings.
- Assists with market analysis including daily sales numbers, weekly competitive analysis, industry trends and integrated campaign performance.

Digital Marketing Coordinator

AGIA - May 2023 to December 2024

- Implemented and executed social media strategies across multiple platforms including Facebook, Instagram, LinkedIn, Pinterest, TikTok, YouTube and X.
- Responsible for the creation of the social media content calendar as well as all content creation and management of all platforms and pages.
- Responsible for overseeing and creating content for all business pages (EA+ and DeviceGuard).
- Frequently utilizes Photoshop, Illustrator, InDesign and Canva to design and create content.
- Responsible for weekly campaign reporting and making suggestions to improve overall performance.
- Responsible for keeping up with social media trends.
- Analyze data to improve overall email and social media strategies.
- Managed, created and executed high performing email campaigns.
- Responsible for managing content on the main website, from editing landing pages to posting blog Resources.
- Manage pop ups on website with platforms such as Opt-in Monster and Sleeknote to help with promotions and specials.
- Design marketing materials including email campaigns, social media posts and video content.
- Utilized project management systems such as Marmind and Workfront.

Emerging Channels Marketing Specialist

Food For The Poor - June 2020-May 2023

- Work with internal stakeholders to develop and grow new marketing channels and stay up to date on trends in digital fundraising. Including peer to peer, social media, eCommerce, text messaging and affiliate marketing.
- Manage all Peer to Peer fundraising pages. Lead and manage the creation and updating website content and marketing materials, with the goal to maximize fundraising and cultivation.
- Design, post and promote posts to cultivate donors.
- Manage CRM platforms, build audience lists and queries.
- Analyze aggregated data utilizing Google Analytics, UTM tagging, and platform provided analytics.
- Create emails utilizing HTML, update audience lists and build queries, design landing pages, manage and create donation forms supporting various departments.
- Create ads utilizing Facebook Business Manager.

- Update Google and Bing ads.
- Manage and facilitate all SMS and MMS texting campaigns and create scripts/ scripted responses.
- Manage Facebook, Instagram, Twitter and LinkedIn accounts.
- Post press releases and send corresponding emails to alert donors/ stakeholders.

Marketing and Communications Coordinator

The Greater Boca Raton Chamber of Commerce - July 2019- June 2020

- Responsible for the creation of all Press Releases and distribution to media outlets.
- Post event photos, graphics and images on social media pages and monitor all outlets including Facebook, Twitter, Instagram, and LinkedIn.
- Create and print all major design assets for events and chamber marketing, Blu-Pac and Goldenbell
- Responsible for writing all President & CEO Comments for events
- Design and produce the Quarterly Connection Magazine
- Responsible for the creation and scheduling of all e-blasts using Constant Contact
- Sell ad space for both the Quarterly magazine and e-blasts to generate revenue
- Lead generation and boosting/marketing events on social media via paid ads
- Responsible for the creation and scheduling of all Crisis Communications and President & CEO messages through email
- Monitor and update the Boca Chamber Mobile App, responsible for sending important push notifications
- Manage and implement webinars

Production and Marketing Coordinator

Double Eagle Distributing- Anheuser Busch - September 2017 to July 2019

- Oversees all marketing and print production materials for Anheuser Busch beverages.
- Responsible for all website and social media platform updates.
- Responsible for keeping all advertisement campaign requests organized in a production queue utilizing Podio Platform and ensuring all materials are distributed within or before the production deadline.
- Proficient use of programs including, Photoshop, Illustrator, Indesign, Muse, Corel Draw, After Effects, Premier Pro, and EFI Unidriver Software.
- Promptness and accuracy of campaigns are imperative; therefore, responsible for all advertisements to be aligned with the designated sales representatives.
- Oversees all production inventory and is responsible for ordering supplies when needed.
- Responsible for researching clients' brand identity to align marketing materials with their organizations overall image.
- Ensures all production devices are working properly to streamline productivity.
- Maintain strong relationships with vendors and local brands. -Identifying marketing trends to utilize in compelling ads.

Production Manager

Orleans Group International - Boca Raton, FL August 2014 to September 2017

- Responsible for the creation of the production process that streamlined productivity, increased output, and got products to customers before the deadline.
- Design and edit all brand logos to meet customers' needs.
- Sent customers proof of logo placement and design on products.
- Independently learned how to operate and maintain all industrial printers (UJF 6042, CJV 30 160, Thermotype and Trotec Laser Speedy 400).
- Created jigs using Trotec Laser for products to increase work-flow speed and proficiency.
- Trained employees effectively.
- Produced and organized advertising materials for sales representatives to utilize and effectively market company in trade shows and events.

Education

Masters

Nonprofit Management

Florida Atlantic University, Boca Raton, FL

Bachelors of the Arts

Marketing & Graphic Design

Florida Gulf Coast University, Fort Myers, FL