

Ann Gonzales

Seeking employment opportunities with a company to utilize my skills in digital project management, marketing, design, and client management.

LinkedIn Profile: <https://www.linkedin.com/in/anncreatester/>

1363 Carolyn Drive
Charlotte, NC 28205

(704) 287-3978

AnnGonzalesCLT@gmail.com

Online Portfolio:

www.AnnabelleGonzales.com

RELEVANT WORK EXPERIENCE

Create-ster, LLC, Charlotte, NC — Co-Founder/Digital Marketing Executive/Account Executive

OCTOBER 2011 - PRESENT

- Hire, manage, and train a staff of 10+ developers, designers, and marketers
- Increased yearly gross sales by 50% in 2015 and 2016
- Account manage clients by producing marketing strategies (emails, websites, blogs, social media)
- Serve as backup in web development and graphic design projects
- Officially registered Create-ster as a LGBTE Certified Business through the NGLCC, and as a Certified Asian & Minority Owned Business with USPAACC

Colby Direct, Charlotte, NC — VP Strategic Marketing/Project Manager

OCTOBER 2014 - DECEMBER 2015

- Assisted CEO with client projects and proposals + budget and timeline planning
- Served as a digital technical advisor and API integration specialist
- Remotely project managed developers, designers, and SEO teams
- Maintained HubSpot accounts and WordPress websites

Puma Creative, Tega Cay, SC — Project Manager

JULY 2013 - SEPTEMBER 2014

- Executed digital marketing strategies for HubSpot clients
- Supervised and managed the creative dept. (developers, designers, content creators and writers) (both remote and in-person teams)
- Supported CEO in face-to-face client meetings as a digital technical advisor and API integration specialist

LEADERSHIP EXPERIENCE

Carolinas Asian-American Chamber of Commerce, Charlotte, NC — Board of Director / Marketing & Event Coordinator

NOVEMBER 2016 - PRESENT

- Develop new programs and events for Chamber members and the community
- Assist and maintain the Chamber's social media accounts
- Assist with producing networking events and festivals
- Communicate with Chamber members and strategic partners

HARD SKILLS

Digital Agency Project Management with in-person and remote teams

Adobe Creative Suite (Photoshop, Illustrator, Fireworks), Sketch

Web Development (UI Design, UX Design, eCommerce, WordPress, Mobile Apps)

Visual Graphic Design (Web & Large Format Printing)

Linux Web Hosting Management & Email Setup/Support

Creating and implementing Digital/Inbound Marketing Strategies

Marketing Automation (HubSpot)

On-Page SEO & Off-Page SEO

Program Development & Organizational Development for Non-Profits & Businesses.

Event & Festival Planning.

Social Media Marketing (Facebook, LinkedIn, Instagram, Twitter, etc)

Email Marketing (MailChimp, Constant Contact, HubSpot)

Paid Online Advertising (Google AdWords, Facebook Ads)

Press Releases & Copywriting

Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, etc)

Mac OS X & Windows

Communication/Share File Systems: Basecamp, Slack, Dropbox, Google Drive

Charlotte LGBT Chamber of Commerce, Charlotte, NC

Vice President/Interim President

JANUARY 2016 - DECEMBER 2016

- Successfully gained sponsorships totaling \$3000
- Developed a strategic alliance with PGA of America
- Formed a strategic alliance with the Latin Chamber of Commerce of Charlotte, Charlotte Mecklenburg Black Chamber of Commerce, Carolinas Asian-American Chamber of Commerce

Marketing & Communications Director / Event Organizer

JULY 2013 - DECEMBER 2015

- Built and maintained the Chamber's website for 3 years
- Successfully built an online membership platform and online payment system
- Produced and wrote monthly email campaigns, blogs and press releases
- Maintained the Chamber's social media accounts
- Assisted in planning programs and events

FURTHER VOLUNTEER EXPERIENCE

Charlotte Asian Film Festival 2017

Event Organizer & Registration

Charlotte Asian Festival & Dragon Boat Festival 2017

Event Organizer & Cultural Showcase Team Leader

UNC-Charlotte Women & Girls Research Alliance 2017

Advisory Council Member

Filipino American Spirit 2017

Marketing & Communications Director

Gandhi Unity Fall Festival 2016

Event Organizer & Stage Manager

EDUCATION & CERTIFICATIONS

Advanced Business Builder

Certificate of Completion

Charlotte, NC | 2016 | **Latin Chamber of Commerce of Charlotte**

Advocacy Essentials for Chamber Leaders

Certificate of Completion

New Orleans, LA | 2016 | **University of Notre Dame Mendoza College of Business**

SOFT SKILLS

Strong verbal and written communication skills

Self-motivated and self-disciplined

Excellent at problem solving

Working well under pressure and tight deadlines

Team player (remote/in-person)

Building a foundation of trust with others

Grassroots experience

Creating a coalition

Furthering public engagement

AWARDS

Certificate of Excellence &

Leadership 2017, Charlotte LGBT Chamber of Commerce

PUBLICATIONS

Leading Ladies: Influential

Women in the LGBTQ

Community 2017, QNotes

Small Business Profile: Ann

Gonzales 2017, b2bTribe Magazine

Our People: Q&A with Ann

Gonzales 2017, QNotes

SPEAKING ENGAGEMENTS

Chambers on Course at the PGA

Championship 2017, Carolinas Asian-American Chamber of Commerce

How to Strategically Support Your Small Business Members

Certificate of Completion

Charlotte, NC | 2016 | **University of Notre Dame Mendoza College of Business**

Fil-Am Youth Summit 2017,
Filipino American Community of the
Carolinas, Inc.

Developing Strategic Relationships - A Necessity in Today's Multicultural Marketplace

Certificate of Completion

Houston, TX | 2016 | **University of Notre Dame Mendoza College of Business**

High School Diploma

Concord, NC | 1998-2002 | **Northwest Cabarrus High School**

LANGUAGES

Beginner Level Spanish

Beginner Level Tagalog