

# Ann Gonzales

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[www.linkedin.com/in/anncreatester/](http://www.linkedin.com/in/anncreatester/)

- Marketing Specialist & Digital IT Strategist with 10 years of experience working with start-ups to enterprise-level B2Bs and B2Cs.
- Industries of focus: Technology, Internet of Things (IoT), Software, SaaS, Cybersecurity, Pharmaceuticals, Medical Devices, Nonprofits: Arts | Culture | Civic Engagement.
- Demonstrated track record of executing data-driven, lead generating marketing strategies; search engine optimization (SEO); marketing data analysis; and marketing automation platforms.
- Works well leading and being a part of team with a collaborative approach.

## CORE COMPETENCIES

- |                           |                                 |                        |
|---------------------------|---------------------------------|------------------------|
| ✓ B2B Demand Generation   | ✓ Marketing Research & Analysis | ✓ Marketing Automation |
| ✓ Growth Marketing        | ✓ PPC Campaign Management       | ✓ Content Development  |
| ✓ Account Based Marketing | ✓ Search Engine Optimization    | ✓ Web Development      |
| ✓ Social Media Marketing  | ✓ Google Analytics & Reporting  | ✓ Graphic Design       |

## PROFESSIONAL EXPERIENCE

**Ironpaper** | *B2B Marketing Agency* | Charlotte, NC & New York City, NY

**2019 – Present**

### GROWTH SPECIALIST

- Assists in the overall development and execution of lead-based strategies focused on delivering pipeline generation for client accounts.
- Produces marketing plans including situation analysis, competitive analysis, customer segmentation, audience analysis, key message development with differentiated positioning and value propositions.
- Works closely with content and digital marketing teams to develop and refine go-to-market strategies with a strong emphasis on driving high-quality leads for client accounts.
- Drive creation of reporting and analytics insights into top level marketing and sales dashboards across key performance indicators (KPIs).
- Monitors and refines marketing and sales lead processes and metrics, providing ongoing deep-dive analysis of performance indicators to optimize productivity and pipeline development.
- Learn, implement, and mentor team members on new processes and/or technology to continuously improve demand generation operations.

**Create-ster, LLC** | *B2C & B2B Marketing Agency* | Charlotte, NC

**2011 – 19**

### MARKETING DIRECTOR / CO-FOUNDER

- Oversaw 20+ weekly B2B and B2C client accounts in their marketing strategies, website development, brand development, and business operational improvements; including a [B2B SaaS company](#) and a B2B FDA/EU regulated contract laboratory specializing in pharmaceuticals and medical devices.
- Hired and managed a top performing, 100% remote team, comprised of developers, designers, writers, and digital marketing specialists.
- Led teams in market research, generating buyer personas, and developing comprehensive lead generation funnels, workflows, and marketing campaigns using HubSpot (marketing automation).
- Led teams in the UI/UX design for a B2B SaaS client portal (cloud-based application).

- Led teams in content creation, copywriting, webinars, infographics, white papers, and other demand generation resources; social media postings; designing marketing collateral and tradeshow exhibition designs; SEO, Google AdWords management, producing animated product videos, and client testimonial videos.

**The Mint Museum** / *Nonprofit: Art Museum* | Charlotte, NC

2018 – 19

**DIGITAL STRATEGIST**

- Successfully developed the museum's new website on time and under budget by 53%, saving the museum over \$30,000.
- Implemented the museum's new dedicated server, saving the organization 48% in projected website hosting and maintenance fees.
- Participated in the museum's IT Committee, overseeing IT for Mac & Apple users, digital screens, Microsoft Office product support for staff, and analyzing digital, IT, and operational communication infrastructure improvements.
- Provided support as the museum's in-house photographer and videographer for programs/events/campaigns, most notably producing [The Mint Museum's Mean Tweets video](#) which captured over 1600+ YouTube views, 2300+ views on Facebook, and creating brand recognition across art institutions nationwide.

**Carolinas Asian-American Chamber of Commerce** / *Nonprofit: Chamber* | Charlotte, NC

2016 – 19

**PRESIDENT**

- Directed 12 Executive Committee Members, including: Membership, Marketing & Communications, Events/Programs, Community Engagement, and Partnership & Sponsorship Development.
- Reports directly to a governing Board of Directors.
- Communicates with Chamber members, strategic partners, and the public about initiatives, programs, and events for chamber members and the community.
- Updates social media, Chamber website, and email publications.
- Successfully acquires and retains new memberships and sponsorships.
- Attends City of Charlotte events and programs, multicultural events with other Asian organizations.
- Cross-collaborates with the Latin, African, and LGBT Minority Chambers of Commerce, Charlotte Regional Business Alliance, Small Business Administration, and SCORE Charlotte.

**Charlotte LGBT Chamber of Commerce** / *Nonprofit: Chamber* | Charlotte, NC

2012 – 16

**PRESIDENT | DIRECTOR OF MARKETING & COMMUNICATIONS**

- Coordinated strategic alliances with local and national Latin, African, and Asian-American Chambers of Commerce, the Charlotte Chamber of Commerce, and CRVA/SBA/SCORE, as well as city officials.
- Coordinated and managed the annual diversity alliance event with Charlotte's minority chambers at the 2017 PGA Championship in conjunction with PGA of America.
- Developed and implemented strategies to increase sponsorships and memberships year-over-year.
- Hired, trained, developed, and supervised marketing and support teams.
- Improved diversity in attendance for Chamber events and programs by 50%.
- Led the creative design and copywriting for digital and print assets, internal and external communications as Marketing & Communications Director in 2012-2015.

**TECHNICAL SKILLS | CERTIFICATIONS / COMMUNITY ENGAGEMENT / MEMBERSHIPS / PUBLICATIONS /  
SPEAKING ENGAGEMENTS**

HubSpot | SEMRush | AgencyAnalytics | Screaming Frog SEO Spider | Google Analytics | Marketing Automation | SEO | Social Media Platforms | MailChimp | Constant Contact | PPC | Google AdWords | LinkedIn Ads | Facebook Ads | Adobe Creative Suite / Web Development (UI/X Design, E-Commerce, Shopify, WooCommerce, WordPress) / Graphic Design / Web Hosting Management and Email Setup/Support / Photography | Videography

**Certifications**

Inbound Marketing Certificate

**HubSpot Academy**

Advanced Business Builder Certificate

**Latin Chamber of Commerce of Charlotte**

Advocacy Essentials for Chamber Leaders Certificate

How to Strategically Support Your Small Business Members Certificate

Developing Strategic Relationships – A Necessity in Today’s Multicultural Marketplace Certificate

**University of Notre Dame Mendoza College of Business**

**Community Engagement and Memberships**

- ✓ **Advisory Council Member** / CPCC Advertising and Graphic Design Advisory Committee
- ✓ **Event Organizer and Cultural Team Leader** / Charlotte Asian Festival & Dragon Boat Festival
- ✓ **Advisory Council Member** / UNC Charlotte Women and Girls Research Alliance
- ✓ **Innovations Committee** | The Mint Museum
- ✓ **Marketing & Communications Director** / Filipino American Spirit

**Publications and Speaking Engagements**

- ✓ **“Friends in Diversity at the US Whitewater Center”** | Carolinas Asian-American Chamber | 2019
- ✓ **“Powered by Women”** / Wofford College | 2018
- ✓ **Leading Ladies: Influential Women in the LGBTQ Community** | *QNotes* | 2017
- ✓ **Small Business Profile: Ann Gonzales** | *b2bTribe Magazine* | 2017
- ✓ **“Chambers on Course at the PGA Championship”** | Carolinas Asian-American Chamber | 2017