

MARK PACHECO

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<http://www.themarkinmarketing.com>

PROFESSIONAL SUMMARY

Experienced Marketing Professional with over 19 years of experience in branding, advertising, graphic design, event coordination, and management. Excellent reputation for resolving problems, improving customer satisfaction, and driving overall operational improvements. Excellent written and verbal communication skills. Confident, articulate, and persuasive. Consistently saved costs while increasing profits.

SKILLS

- Collaborative Marketing
- Digital Media
- Content Development
- Market Research
- Project Management
- Social Media
- Strategic Planning
- Brand Development
- Adobe Creative Suite
- Google Analytics

WORK HISTORY

Marketing Manager

Ozone Water Systems, Inc. – Phoenix, AZ

07/2012 – Current

- Conceptualized brand identity and developed unique accompanying graphic style and tone.
- Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.
- Maximized advertising efforts by developing content for technical/non-technical marketing collateral, presentations, corporate communications, newsletters, and social media posts.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.

Founder, Head of Marketing

The Mark In Marketing – Phoenix, AZ

08/2011 – Current

- Mentored and guided customers during brand development decision-making to optimize profitability, marketing strategy, and communications planning.
- Developed campaigns and specific marketing strategies for clients.
- Wrote engaging and successful marketing, advertising and website copy.

Director of Marketing Operations & Administration

Hypercom Corporation – Phoenix, AZ

02/2000 – 07/2011

- Successfully launched the "terminal replica" program and generated \$60k in revenue.
- Managed marketing vendors and identified billing error of \$14k.
- Renegotiated marketing vendor contracts and saved \$52k annually.
- Administered nationwide customer loyalty/redemption program with \$75k annual budget.

EDUCATION

Associate in Business: General Studies; and

Associate in Arts: General Studies

South Mountain Community College – Phoenix, AZ

12/2017