

MARKPACHECO

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MARKETING OPERATIONS & ADMINISTRATION

Branding | Administration | Communications

A consummate business professional with over 20 years of marketing, administration, and project management experience. An excellent reputation for managing multiple projects concurrently with strong attention to detail, problem-solving, and driving operational improvements. Unique and diverse competencies include brand development, advertising, graphic design, event planning, establishing and managing vendor relationships, negotiating contracts, trade shows, and technical support. Superb written communications, interpersonal, and organizational skills.

EXPERTISE

- Brand Development
- Strategic Planning
- Google Analytics
- Project Management
- Document Creation
- Market Research
- Web Design
- Adobe Creative Suite

CORE AREAS OF FOCUS

- ✓ Digital Media
- ✓ Business Administration
- ✓ Content Development
- ✓ Microsoft Office Suite

PROFESSIONAL EXPERIENCE

The Mark In Marketing *Equipping small and mid-size companies with full-service marketing support*
Founder/Marketing Consultant **2011 – 2021**

- Conduct marketing research to identify industry trends and commercial opportunities
- Develop and implement a marketing strategy according to objectives and budget
- Study company profile and operations to understand its marketing needs
- Provide advice on branding, positioning, communications, and other marketing issues
- Develop and nurture long term relationship with in house teams and external vendors
- Give direction to marketing efforts with the most effective methods and tools

Ozone Water Systems, Inc. *A global provider of turnkey ozone solutions for water decontamination*
Marketing Manager **2012 – 2020**

- Conceptualized brand identity and developed unique accompanying graphic style and tone
- Launched a new website simplifying navigation, enhancing visuals, and improving SEO
- Created technical/non-technical content for marketing collateral, presentations, corporate communications, newsletters, and social media posts
- Enacted brand consistency through internal and external marketing campaigns and programs
- Developed and managed vendor relationships

Hypercom Corporation *A leading global provider of point-of-sale and networking equipment*
Marketing Director, Operations & Administration **2005 – 2011**

- Established the “POS Terminal Replica Program” and generated \$60k in revenue
- Developed and managed social media presence
- Managed a nationwide customer loyalty/redemption program
- Key role in the creation of an award-winning trade show booth
- Operated \$75k promotional item budget
- Graphic design
- Copywriting