

# Pauline Alderete

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## 2007 - Present | **MARKETING EXPERIENCE:**

- Develop, manage, & implement marketing plans including, digital media, email, print, public relations, online/print ads, & business development. Collaborate with internal teams to provide high-impact campaigns, create a stronger uniform voice within the company.
- Design all marketing materials, digital media, including online ad campaigns, email marketing campaigns, direct mail, & videos.
- Manage email databases, vendor & partnership contact information, including print & digital marketing campaigns.
- Social Media Manager including the development of a social media calendar, reports, & content curation. Monitor social pages, websites, including posting custom content to enhance engagement, & opportunities for communication, while increasing the fan base.
- Create and grow brand image, improve online engagement, & brand awareness through advertising, online contests, & onsite trade booths.

## 2004 - 2014 | **MANAGEMENT & OPERATIONS EXPERIENCE:**

- Lead teams or individuals through various companies, including day-to-day scheduling, oversee onboarding as a Human Resources Manager conducting interviews, new hires, & training.
- Developed office forms, contracts, applications, & established operating procedures. Established networking office systems, email, CRM software installation, & operating procedures for all digital systems.
- Provide business support & administrative services, including strategic planning, database management, office & file organization, & new business development.

## **CURRENT EMPLOYER:**

### **Aug. 2014 | Harris County Federal Credit Union**

*Marketing & Business Development Specialist*

- Develop & implement an integrated marketing plan with the expected budget, including focused campaigns, maintain & monitor the performance of budget & adjust when necessary, examine analytics for ROI to provide the Board of Directors a semi-annual report.
- Use of target marketing resulted in positive campaign returns, increased memberships, products/services per member, record-breaking loan volume, & maximized dollars with marketing's return on investment.
- Increase social media usage, presence, & portfolio. Created social media policy & an internal employee website.
- Improve processes in member onboarding, reporting & analytics for year-end goal tracking, off-site account openings, & miscellaneous sales reporting. Including employee engagement, expanding business development opportunities & establishing new partnerships.

## **EDUCATION:**

<i>The University of Houston, C.T. Bauer College of Business</i>	<i>Cum Laude</i>
Bachelor of Business Administration in Marketing	May 2014
Bachelor of Business Administration in Management	May 2014

## **SOFTWARE & MISC SKILLS:**

IBM SPSS Statistics, Adobe Photoshop, Adobe CS6, Lightroom, iMovie, Google Analytics & Adwords, Wordpress, Social Media, Market Research, SEO, Videography, & Photography