

SAMANTHA PALOMARES

PROJECT COORDINATOR

CONTACT

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📍 Los Angeles, CA

PROFILE SUMMARY

Experienced and result driven Project Manager with a proven track record in developing and executing successful marketing strategies. I am seeking a challenging role where I can contribute my skills in strategic planning, team leadership, and creative problem solving to achieve business objectives.

SKILLS

- Project Management
- Campaign Management
- Market Research and Analysis
- CRM software & Database Administration
- Time Management
- Leadership
- Collaboration and Teamwork
- Effective Communication
- Critical Thinking

WORK EXPERIENCE

ChucacTech

2024 - Present

Assistant General Manager

Overseeing Sales, Marketing, and Social Media department.

- Financial planning and analysis, including the monitoring and assessment of the company's financial stability and overall health.
- Executing social media campaigns while overseeing content posting schedules and developing marketing materials.
- Successfully launched and managed multiple cross-channel campaigns, including digital marketing, social media, and traditional advertising, resulting in improved customer acquisition and retention rates.
- Facilitating communication with internal and external stakeholders, including the executive team, board members, and employees.
- Ensuring compliance with applicable laws and regulatory requirements.

EDUCATION

- HubSpot Academy - Digital Marketing Certification
- BA - Pasadena City College - Business Administration
- Diploma- Alhambra High School

Blackbridge®

2023 - 2025

Marketing Coordinator

- Conducted targeted outreach to specific clientele by maintaining spreadsheets and creating digital calendars to monitor all participating outlets.
- Developed presentations to enhance engagement.
- Analyzed marketing data and optimized campaigns and conducted market research and competitor analysis to refine marketing strategies.
- Created shareable graphics, reels, and videos using Canva, Adobe Creative Suite, or other tools.

The Academy

2024 - 2024

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The Langham Huntington

2023 - 2024

Front Office Coordinator and Night audit

- Coordinated high-profile events such as the Breeders' Cup, visiting sports teams, and Netflix productions.
- Managed logistics, guest relations, and cross-department coordination for VIP clients and large groups.
- Served as the primary point of contact for event organizers, ensuring seamless execution of projects.
- Assisted in marketing and brand representation, maintaining the resort's luxury image.
- Worked closely with sales, marketing, and operations teams to enhance guest experience and maximize revenue.
- Prepared and distributed daily reports to management and relevant departments, reviewing and correcting any discrepancies identified during the audit process.

State Farm Insurance

2022- 2023

Account Manager and Marketing Manager

- Liaised between clients and internal teams, ensuring seamless communication and customer satisfaction.
 - Assisted in marketing campaign execution across social media, email, and digital platforms, tracking performance via Google Analytics.
 - Managed email marketing campaigns, optimizing open and click-through rates.
 - Coordinated events, trade shows, and promotional activities, supporting lead generation strategies.
 - Handled CRM updates, data entry, and invoicing, streamlining marketing operations.
 - Resolved billing, service, and product issues, improving client retention and operational efficiency.
 - Identified and addressed process inefficiencies, reducing costs and enhancing sales performance.
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