

# Gretchen Gary

Encinitas, CA | [www.gretchengary.com](http://www.gretchengary.com) | [info@gretchengary.com](mailto:info@gretchengary.com) | (818) 825-0574

---

Accomplished marketing specialist with 9 years experience in brand management, online marketing, product development, direct response advertising, creative direction and project management. Skill set includes copywriting, journalism, graphic design, search optimization, and Web design/development. Strong interpersonal skills across all management levels, international work experience, and demonstrated ability to produce and execute high-return campaigns. Conversationally fluent in Spanish.

---

## RELATED EXPERIENCE:

**Marketing Consultant;** GretchenGary.com; San Diego, CA; January 2009 – present

- Assist clients with performance-driven marketing campaigns and public relations strategies
- Produce content, drive Internet traffic, and improve search and conversion optimization

**Marketing Manager;** Inmobiliaria Zeta; Playa Jaco, Costa Rica; July 2008 – December 2008

- Helped launch the rental program for mega condo resort, Jaco Bay Ramada
- Advised the developer on contract details, management systems, and market trends
- Built initial pricing strategy and enabled online reservations for the project's soft launch
- Booked over 500 room nights before operations were transferred to Ramada management

**Marketing Manager;** Daystar Properties; Playa Jaco, Costa Rica; November 2006 – July 2008

- Launched marketing strategy for the rental program of 3 condo hotels (a total of 114 units), introducing a new luxury product to an area famous for cheap lodging
- Managed all marketing and PR campaigns; established brand and effective positioning
- Maintained all email campaigns, search placement strategies and pay-per-click advertising
- Increased paid rental occupancy from 0% to 47% in the first year
- Provided professional support and direction to the condominium sales department

**Copy and Creative Specialist;** Marshall & Swift; Los Angeles, CA; August 2003 - January 2006

- Repositioned the company brand through marketing collateral, print advertising, email campaigns, direct mail and a massive redesign of the website and shopping cart.
- Increased Web sales by 77% in the year following the launch of the website redesign.
- Initiated an automatic renewal program for subscriptions; enabled online renewals through the website shopping cart; launched an entire online training division; produced various direct mail packages; provided creative direction for customized software development; and conceived, wrote and designed very successful direct response advertising campaigns
- Published 2 articles in RE Magazine, achieving free editorial coverage in the residential appraisal industry's most popular trade publication

**Copywriter** (freelance); LuxuryLink.com; Los Angeles, CA; February 2001 - January 2006

- Produced original, Internet-ready content on various luxury resorts, hotels, spas, cruises and tours to motivate immediate action and user conversion.
- The site has published more than 400 of my articles.

**Assistant Editor;** Primedia; Malibu, CA; March 2000 - August 2001

- Maintained editorial content; delivered powerful features that spoke to the concerns and interests of industry professionals; proposed design plans for enhanced layout; and improved organization of editorial archives.
- Wrote 2 cover stories for RER magazine: Leading Ladies and The Green Mile

# Gretchen Gary

Encinitas, CA | [www.gretchengary.com](http://www.gretchengary.com) | [info@gretchengary.com](mailto:info@gretchengary.com) | (818) 825-0574

---

## **VOLUNTEER EXPERIENCE:**

**Communication Consultant**; The Central Pacific Chamber of Commerce; Jaco, Costa Rica; January 2007 – December 2008

- Offered professional advice on email marketing strategies, public relations and event planning
- Assisted with collateral design and production
- Wrote press releases and general communications on behalf of the board of directors

**Staff Writer/Editor/Designer**; California Wildlife Center, Malibu, CA; January 2002 - March 2004

- Conceived, wrote and edited content for Web site and collateral materials; produced exhibit displays; and initiated a communication plan to standardize the organization's varied promotions
- Generated hundreds of donations through newsletter features and special promotions; researched audience information needs; and increased exposure within the community.

**Copywriter**; Haven Hills; Los Angeles, CA; August 2001 - July 2002

- Conceived, wrote and edited all content for the organization's newsletter, enabling a stronger community image and increased relations among donors, staff and volunteers.

## **EDUCATION AND TRAINING:**

**Certificate of Advanced Spanish**, February 2009, Spanish Ya, San Juan del Sur, Nicaragua  
**Certificates of Intermediate and Conversational Spanish**, March 2006 / November 2007, Instituto Pacifico de Idiomas, Playa Jaco, Costa Rica

**Search Engine Optimization**, February 2005, Rockhurst University, Anaheim, CA

**World Wide Web Design & Maintenance**, November 2004, Otis College, Los Angeles, CA

**Email Marketing 101**, October 2004, Direct Marketing Association, Costa Mesa, CA

**Direct Marketing Institute Certificate**, February 2004, Direct Marketing Association, Costa Mesa, CA

**Graphic Design Certificate**, June 2002. Learning Tree University, Chatsworth, CA

**Certificate of Intensive French**, October 1999. Institut Rougemont Superieur, Paris, France

**Bachelor of Arts, Modern Literature**, June 1999. University of California, Santa Cruz

## **COMPUTER SKILLS:**

Microsoft Office – Proficient in Excel, Word, Outlook, PowerPoint

Adobe Creative Suite – Proficient in Illustrator, Photoshop, Acrobat, Dreamweaver

Quark XPress – Proficient

Web Design/Development – Proficient in HTML, CSS

Familiar with both PC and Mac platforms.