

**GRETCHEN GARY**  
(760) 560-6103 | info@gretchengary.com | www.gretchengary.com

**Statement of purpose:** Experienced marketing professional with proven success in strategy, brand management, product development, direct marketing and communications seeking a full-time position with a San Diego firm.

## Education

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**University of San Diego, School of Business Administration** San Diego, CA  
Candidate for Master of Business Administration (MBA) in Marketing and New Venture, 2011

**University of California, Santa Cruz** Santa Cruz, CA  
Bachelor of Arts in Modern Literature, 1999

## Professional Experience

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- 2011 - present **Hewlett-Packard**, San Diego, CA, USA  
*MBA Product Marketing Intern*
- Assist with lifecycle planning and product development of mobile solutions.
  - Manage internal and consumer-facing messaging and communications materials for mobility.
  - Analyze and interpret cloud data reports to determine usage trends, adoption rates and growth.
  - Produce forecasts and adoption projections for product launches and roll-out plans.
  - Lead research efforts to identify market opportunities and potential future product concepts.
  - Define key performance metrics and monitor usage to determine strengths and weaknesses.
- 2008 - 2010 **GretchenGary.com**, San Diego, CA, USA  
*Marketing Consultant*
- Assisted clients with performance-driven communications campaigns, brand strategy, content marketing, social media plans, copywriting, graphic design, and public relations strategies.
  - Managed the rental program launch for mega condo resort, Jaco Bay Ramada: created the marketing and communications plan, managed production of marketing collateral, and enabled online reservations for the project's soft launch. Booked over 500 room nights before operations were transferred to Ramada management in San Jose, Costa Rica.
  - Clients include Grupo Zeta (Jaco Bay Ramada), Bluebook International, Parallel 6, Apollo Ophthalmics, CRT Collaborations, Mindful Path Counseling, and Paulo Mattioli.
- 2006 – 2008 **DayStar Properties**, Playa Jaco, Costa Rica  
*Marketing Manager*
- Built the marketing and communications strategy for the rental program launch of 3 condo hotels (a total of 114 units); produced all marketing collateral and press releases, managed all content for online and print campaigns, and directed an international marketing team.
  - Wrote marketing plans, and created related forecasts for the Board of Directors.
  - Maintained all email marketing efforts, search placement SEO strategies, pay-per-click advertising, source tracking, testing and CRM/loyalty programs.
  - Increased paid rental occupancy from 0% to 54% in the 1st year with a budget of only \$12,000/mo.
- 2003 – 2006 **Marshall & Swift**, Los Angeles, CA, USA  
*Direct Marketing Specialist*
- Managed entire brand strategy via marketing collateral, print advertising, email campaigns, direct mail, catalogs 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.
  - Assisted with process management of customer retention strategies for subscriptions.
  - Launched an online training division, and served as project manager for customized B2B software development (SwiftEstimator, AccuCoverage, and CostSegPro).

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- 2001 – 2006 **LuxuryLink.com**; Los Angeles, CA, USA  
*Freelance Writer*
- Wrote optimized, direct response content on various luxury resorts, hotels, spas, cruises and tours to motivate immediate action and user conversion.
  - The site published more than 400 of my article submissions.
- 2000 – 2001 **Primedia Business Magazines & Media**; Malibu, CA, USA  
*Assistant Editor*
- Maintained editorial calendars; managed content for various sections of the magazine; wrote product reviews; and improved organization of editorial archives.
  - Wrote cover stories – The Green Mile and Leading Ladies – and many featured articles.

### **Volunteer Experience**

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- 2010 – present **Surfrider Foundation**; San Diego, CA, USA  
*Communications Consultant*
- Assist with event planning, public relations strategies, and fundraising.
  - Write press releases and content for integrated marketing and outreach campaigns.
- 2007 – 2008 **The Central Pacific Chamber of Commerce**; Jaco, Costa Rica  
*Communications Consultant*
- Advised on email marketing strategies, public relations and event planning initiatives.
  - Wrote press releases and general communications on behalf of the board of directors.
- 2002 – 2004 **California Wildlife Center**; Malibu, CA  
*Staff Writer/Editor/Graphic Designer*
- Wrote and edited content for Web site and collateral materials; produced exhibit displays; and initiated a communication plan to standardize promotions.
  - Helped to generate hundreds of donations through newsletter features and special promotions; and increased exposure within the community.
- 2001 – 2002 **Haven Hills**; Los Angeles, CA  
*Copywriter*
- Wrote and edited all content for the organization's newsletter, enabling a stronger community image and increased relations among donors, staff and volunteers.

### **Specialized Training and Related Skills**

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**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

- Proficient in Microsoft Office, Adobe CS, Quark Xpress, and blogging applications (i.e. WordPress).
- Working knowledge of HTML, CSS and custom email marketing platforms.
- Advertising agency experience via spring 2011 internship at Lambesis.
- DMA certified direct-response copywriter.
- MBA dual emphasis in Marketing and New Venture.