

**Minotchka Zuloaga**

305-979-8786



Miami Beach, Florida 33139

[www.minotchka.com](http://www.minotchka.com)

## EXPERIENCE

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**Refricenter Of Miami**, Doral, FL

2018-Present

### MARKETING DIRECTOR

- Effectively oversee all promotions for both sites, including creative and offer selection
- Utilized Google Analytics to gather and track website metrics
- Lead role in development of new product offering requiring coordination with outside vendors, presentation, and sales training
- Monitored sales trends and generated detailed reports for department heads
- Analytical knowledge and the ability to accurately assess and respond to customer engagement trends
- Conducts market research to determine target market, demographic specifications, typical buyer's profile, industry trends and developments
- Designing of all promotional graphics for print and digital outlets

**Kidz Mover**, Miami, FL

### FOUNDER/PRESIDENT

2017-Present

- Creative director of all graphics
- Lead operations and strategic direction with full responsibility for logistics
- Manage all office duties including but not limited to payroll, route management, registering of new clients
- Organize clients schedules
- Responsible for hiring of drivers

**Knock On Wood Creative, Corp.**, Miami, FL

### CO-FOUNDER/PRESIDENT

2014-2017

- Created websites, email campaigns, landing pages and web banners for clients.
- Maintained constant contact with key clients to develop service offerings and answer needs
- Developed integrated social media plans creating Facebook, Twitter, Instagram and LinkedIn campaigns
- Provide excellent human resources management skills to organization
- Plan and execute agendas, budgets and services according to client requirements
- Manage maintenance of building the business
- Research and understand thoroughly new policies, quotes, renewals, policy changes, and audits concerning business
- Provided clients with graphic design, social media management and website design
- Plan, coordinate and execute logistics for special events
- Responsible for daily postings on Facebook and Instagram
- Manage pages to increase followers and drive engagement
- Interact with followers in order to discover consumer preferences and incorporate such into business
- Research current trends in the industry to make pages relevant and keep clients interested

**Taj by Sabrina**, Miami Beach, FL

### MARKETING MANAGER

2014

- Coordinated operations of various teams.
- Worked with design team to develop marketing strategies
- Maintained communications with vendors and designers.
- Developed and implemented marketing plans
- Worked with designers to develop marketing strategies.
- Selected team members to participate in special projects.

**The Dorsey Group**, Pembroke Pines, FL

**EVENT & MEDIA COORDINATOR**

2013-2014

- Tracked the effectiveness of online marketing efforts including blogs of social sites.
- Coordinated with marketing team to brainstorm strategies and finalize marketing plans.
- Developed an assortment of marketing tools including brochures and print ads.
- Coordinated various marketing plans with marketing managers and support staff.

**SKILLS**

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**Languages:** Native English and Spanish Speaker

**Technical:** Proficient in Word, Excel, Power Point, Adobe Suite, Zoho, Wordpress, iMovie, Constant Contact

**EDUCATION**

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**Barry University**, Miami Shores, FL

*Bachelor of Arts in Marketing; Minor in Advertising*

December 2012