JENNIFER GAMEZ

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Summary

Marketing and managerial professional with a versatile background including traditional and digital marketing; communications; new business development; special-event management; media relations; corporate sponsorships; nonprofit fundraising; building and executing marketing campaigns; promotions; social media; content marketing; comprehensive SEO-driven blog writing; legal marketing; accounting, budgeting and office management. In March of 2020, completed UC San Diego Extension's Full-Stack Web Development Coding Bootcamp. Skills learned so far include HTML, CSS, Javascript, JQuery, APIs, Node JS, OOP, Express, MySql, Sequelize, Heroku, GitHub, Mongo, Mongoose, routing, AJAX, React and MERN.

Professional Experience

Gamez Law Firm
Managing Director (2013-present)
- Founder and Managing Director of debt relief law firm established in 2013.
- Plan and execute the firm's integrated digital marketing including cross-platform promotion, debt relief blog, branding, Search Engine Optimized content, social media, vlogging, and email campaigns. The firm's digital content consistently ranks on the first page of keyword searches.
- SEO-driven blog writing resulting in approximately 40% increase in new business each year. View my debt relief blog at www.gamezlawfirm.com/blog.
- Coordination of public relations for the firm including media appearances on local television stations and radio interviews. Write and promote the firm's press releases featured on Yahoo Finance, Bloomberg News, MarketWatch, Benzinga, Street Insider, CNBC, and other media outlets.
- Responsible for the firm's Human Resources including authoring the employee handbook, hiring and managing all employees, consultants and vendors.
- Accounting, budgeting, payroll, and bookkeeping for the firm via QuickBooks.
- The firm is consistently voted #1 and # 2 in various legal categories by the San Diego Union-Tribune.

San Diego Opera
Marketing Associate (2002-2004)
- Planned marketing campaigns to promote the opera.
- Led audience-building special events to attract targeted industry patrons to the opera, such as "Life Sciences Night at the Opera," "High Tech Night at the Opera," "92109 Nights at the Opera" and "LGBT Night at the Opera" successfully generating new patrons and donors.
- Worked closely with C-level leaders to promote and fundraise for the opera from community organizations and businesses such as the Salk Institute, UCSD, Qualcomm, Biocom, the Center for LGBT Community, the Downtown San Diego Partnership and venture capitalist firms.

Houston Museum of Natural Science
Promotions Manager (2001-2002)
- Created and managed marketing promotion campaigns for museum sponsors including special events, television, radio and traditional marketing campaigns with corporations such as Kroger, Toyota, and James Coney Island.

Houston Rockets, National Basketball Association
Corporate Sponsorships (1998-2000)
- Managed team sponsorships for corporations such as Southwest Airlines, Gatorade and Toyota.

ARS
- Market Analyst (1997-1998)

Education

UC San Diego Extension
Full-Stack Web Development Coding Bootcamp
- Completed the program with an "A" grade.
- Skills learned include HTML, CSS, Javascript, JQuery, APIs, Node JS, OOP, Express, MySql, Sequelize, Heroku, GitHub, Mongo, Mongoose, routing, AJAX, React and MERN

Texas Christian University
B.B.A., Business Administration, International Emphasis
Minor in Spanish

Volunteer Experience

- Bird Rock Elementary School Foundation Board (2011-2015)
  - *Chaired Character Education Committee (2011-2014)*
  - *Founder of the "Green Team" environmental student club (2013-2015)*
- Founding member of "Reach In to Reach Out" (RITRO) (2014-2017)
- Founding Members of "Lifting Generations"
- National Charity League, Seaside Chapter

Additional Skills

- PayChex and Coastal payroll programs
- Multiple legal and sales client relationship management software programs such as LeadsConnection, Unity and MyCase
- Microsoft Office Suite
- Mail Chimp
- Social media platforms: Twitter, Facebook, Instagram, etc.
- QuickBooks
- PC and Mac
- Full-Stack Web Development (see Summary for specific skill sets)