

MEREDITH LAMBERT BANOOGON

CONTACT

✉ merelamb@gmail.com

🌐 merelamb.com
professional website

☎ (941) 705-8246

📡 merevin.com
personal blog

EDUCATION 📖

2006 - 2011

Florida International University, CARTA
Master of Landscape Architecture

2002 - 2006

Riverview High School
International Baccalaureate Diploma

SKILLS ✂

Project Management

Strategic Planning

Adobe Creative Suite

Final Cut Pro

WordPress Development

Microsoft (Word, Excel, Powerpoint)

Contact Management Software

Lead Gen Software

Copywriting / Blogging

Search Engine Optimization

NOTABLES ★

2009 - 2012

FIU LABash 2012 Conference
Marketing/Design Team

Website Design | Visual Marketing |
Merchandise Design | Video Production

2011

AIA Florida Video Competition
Honorable Mention

Storyboarding | Script Writing |
Voice Over | Video Production | Video Editing

2009

ASLA Logo Design Competition
Winning Design
Logo Design | Branding

WORK EXPERIENCE 📄

*For full work experience details see merelamb.com

Marketing Manager

Trade Risk Guaranty May 2016 - Present

- Managed content creation on various platforms including the TRG company blog and company social media platforms.
- Compiled internal project reporting to provide accurate milestones and completion dates to CEOs.
- Worked closely with internal departments including sales, underwriting, admin, and human resources to develop procedures and content.
- Prepared project briefs to communicate clearly throughout the team.
- Established fresh branding in the design and implementation of the company website, external publications, and internal documents.
- Organized team building exercises and office social gatherings to encourage a healthy company culture.
- Attended weekly internal meetings to strategize new initiatives, discuss feedback, and brainstorm new pieces of content.

Senior Marketing Manager

Stradigys July 2015 - March 2016

- Managed client interactions for keystone accounts generating \$40,000 in internal monthly revenue.
- Attended weekly client meetings to present project status, discuss feedback, and strategize new initiatives.
- Compiled internal project reporting to track completion percentage, budget, and delivery milestones.
- Worked closely with VP of Operations to organize project management systems and protocols.
- Prepared project briefs to communicate clearly throughout the team.
- Tracked work hours and expenses on a monthly basis to inform invoicing.
- Supervised on-location production, such as videography, photography, and scene direction.

Marketing Manager

Virsocom February 2014 - August 2015

- Managed accounts for clients representing high-end luxury products including multi-million dollar real estate properties.
- Reported on project status during weekly client meetings with the investors and sales team.
- Responsible for final sign on project deliverables to ensure client satisfaction.
- Prepared project briefs and organized tasks for internal team so that work could be completed on schedule.
- Supervised the completion of print materials, web design/development, 3D creation, and digital advertising campaigns.

ABOUT 👤

Passion Driven. Strategic Planner. Brainstorming Designer. Problem Solver. Unapologetically Organized. Seeking a position in a collaborative environment where getting things done is the priority. Seven years of experience in the start-up world, on the hunt for the next challenge.

*References available upon request