

DEBRA BURRIS

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Creative and versatile marketing director and branding professional with over 10 years of experience in business marketing. Demonstrable history of successfully managing multimillion-dollar marketing budgets for consumer brands and B2B organizations. Coordinates and oversees marketing campaigns that generate brand awareness, increase sales revenue, and build consumer trust.

PROFESSIONAL EXPERIENCE

SENIOR MARKETING DIRECTOR

6th Street Marketing, Los Angeles, CA | November 2015 – Present

- Work closely with clients to understand their needs and develop marketing strategies with a focus on building relevancy for the future and continued contribution to the bottom line
- Provide strategic brand leadership for clients with an emphasis on developing and enhancing brand perception
- Engage with inbound leads to generate new long-term clients, brought in over 50 new clients in first year

MARKETING MANAGER

RedRock Video Production, Los Angeles, CA | July 2011 – February 2015

- Worked with company executives to develop a B2B marketing strategy that increased qualified lead generation by 35%
- Worked with clients to coordinate video advertising campaigns with the goal of increasing social media engagement and web traffic
- Executed day-to-day client management responsibilities and maintained positive client relationships

JUNIOR MARKETING COORDINATOR

Creative Lounge, Los Angeles, CA | July 2011 – February 2015

- Supported senior marketing staff by creating social media calendars, managing Google ad campaigns, and using Google Analytics to measure campaign results
- Collaborated with the marketing and sales team to develop creative and innovative product presentations
- Helped establish strong customer and client relations while representing the company

EDUCATION

BACHELOR OF ARTS IN MARKETING

University Of California, Los Angeles CA | September 2005 – June 2009

MASTERS OF BUSINESS ADMINISTRATION – MARKETING PROGRAM

University Of California, Los Angeles, CA | September 2009 – June 2011

KEY SKILLS

- Marketing Strategy
- Client Relations Management
- Digital Marketing
- Adaptability
- Communication

CERTIFICATIONS

- HubSpot Inbound Marketing Certification, HubSpot, 2017