

Professional Experience

Business Owner

Lopez Marketing Inc., Austin, TX | September 2017 – Present

- Manage, own, and operate a marketing consulting company generating over \$650K in gross annual revenue, which includes defining the business model and delivering marketing services to enhance social media and brand messaging for customers
- Hire, develop, and manage a team of marketing professionals, graphic designers, and social media specialists to grow brand awareness for new products and start-ups
- Interface with C-level executives and client stakeholders to assess marketing needs, define brand messaging, and ensure alignment of services with business objectives
- Lead social media and email marketing campaigns to drive new business development, resulting in a 30% increase in sales from 2018 to 2019

Marketing Consultant

Self-employed, Austin, TX | May 2016 – September 2017

- Served as a freelance marketing consultant for small and medium-sized business clients, which included evaluating marketing and social media presence and developing strategies to improve brand exposure and marketing performance
- Provided consultative services for the build out of company websites, which included creating content for product pages and defining the visual design of the site

Education

Bachelor of Arts (B.A.) Marketing

Texas A&M University, College Station, TX | September 2012 - May 2016

Maria Lopez

123 Your Street,
Austin, TX 12345
mlopez@example.com
(123) 456-7890

An entrepreneur and business owner with five years of experience specializing in business development, marketing strategy, client relations, and strategic planning. A proven track record of building successful businesses from the ground up and defining growth strategies. Adept at identifying opportunities to enhance market penetration and brand recognition.

Key Skills

- Business Management
- Marketing Strategy
- Social Media Marketing
- Team Management
- Business Modeling
- Growth Marketing