

JULIE BRITO

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MARKETING LEADER

- **Increase Lead Generation & Volume**
- **Boost Sales | Intensify Online Growth**
- **Amplify Engagement**

Versatile professional driving purpose-led marketing strategies across nonprofit and commercial sectors that grow engagement, build trust, and deliver measurable results through a blend of empathy, insight, and execution. Collaborative for working across departments and teams, identifying, and resolving challenges with innovative, resourceful solutions. Meticulous and organized, able to track and manage multiple complex projects simultaneously on time and on budget. Mission-driven with in-depth understanding of audiences and passionate about building meaningful messaging and impactful campaigns that resonate.

- **Integrated Marketing & Multi-Channel Campaign Management**
- **Content Development**
- **Client & Vendor Management**
- **Marketing Strategy & Budgeting**
- **Brand Management**
- **Direct Mail, Digital Media & Retail Strategic Planning**
- **Cross-Functional Team Collaboration**
- **Project Management**
- **Data Analysis & Performance Reporting**
- **Advertising & Fundraising**

PROFESSIONAL EXPERIENCE

MARKET PROS CONSULTING, Pembroke Pines, FL

Marketing Consultant (Freelance) June 2017 - Present

Develop and execute strategic marketing plans for small and mid-sized businesses, including branding, social media, email, and digital campaigns.

- Increased lead generation 30% through collaborating with clients, identifying target audiences, setting campaign goals, and optimizing creative based on performance metrics.
- Improved inbound leads 15% and reduced marketing overhead 8% in 6 months by developing and launching dealership's social media presence, coordinating timelines and vendors for delivering consistent, on-brand messaging.
- Boosted sales 3% and enhanced qualified lead volume through establishing centralized CRM system and launching consistent, branded email newsletter strategy tailored to luxury and supercar clientele.
- Delivered joy and critical support to children fighting cancer by organizing and executing biannual toy drives, partnering with local donors, and managing logistics, growing participation and donations over time.
- Launched new e-commerce revenue stream during COVID-19 through partnering with Happy V on building website and securing Amazon Vendor status, enabling nationwide product distribution and online sales growth.

FOOD FOR THE POOR, Coconut Creek, FL

Direct Mail Specialist October 2022 - June 2025

Managed planning, execution, and optimization of multi-channel fundraising campaigns with primary focus on direct mail. Liaised between creative, production, data, and vendor teams to ensure timely delivery, cost efficiency, and alignment with donor engagement strategies.

- Spearheaded integrated marketing and fundraising campaigns across direct mail and digital platforms, boosting donor response rates and average gift size year over year.
- Negotiated with vendors and streamlined production workflows, and reduced overall direct mail cost by 18%, enhancing campaign efficiency.
- Recognized by peers with the "Most In-Sync Team" award for exceptional collaboration and teamwork.

ARSENAL DIGITAL MARKETING AGENCY, Doral, FL

Digital Marketing Account Manager (3-Month Contract) June - August 2022

Planned, executed, and optimized multi-channel digital marketing campaigns, including Google Ads, paid social, and programmatic display. Functioned as primary client liaison to provide strategic guidance, campaign performance insights, and ensure alignment with client objectives. Coordinated with creative, analytics, and media buying teams to maximize ROI and campaign effectiveness.

- Completed project to client satisfaction on schedule and under budget through overseeing planning and executing multi-channel marketing campaigns.

THE THIRD EYE ADVERTISING, Miami, FL

Marketing Account Manager (4-Month Contract) November 2021 - March 2022

Directed integrated marketing strategies for healthcare clients by combining CRM, social media, and direct outreach initiatives. Collaborated cross-functionally to develop cohesive campaigns. Managed timelines, deliverables, and vendor relationships.

- Enhanced patient engagement and brand visibility, and met client goals by collaborating with diverse teams, developing cohesive campaigns across CRM, social media, and direct outreach.

SUMMIT ADVERTISING, Boca Raton, FL

Senior Account Executive (6-Month Contract) April - September 2021

Led digital advertising campaigns across Over-the-Top, Search Engine Marketing, and social media platforms. Delivered detailed performance reporting and strategic recommendations to clients. Served as key contact between internal teams and clients to ensure seamless campaign delivery.

- Drove client growth through data-driven insights and optimizing digital advertising campaigns.

MH MEDIA, Miami, FL

Advertising Sales Supervisor August 2016 - June 2017

Controlled media buying and campaign strategy for high-profile automotive clients, overseeing ad placement, budget management, and optimization efforts. Partnered with affiliates with targeted advertising initiatives.

Managed team of account executives on performance goals and ROI benchmarks.

- Drove business volume increase of 23% through collaborating with affiliate partner Cars.com, launching targeted advertising initiatives during partnership period.

AUTOTRADER, Miami, FL

Automotive Advertising Consultant June 2014 – August 2016

Controlled outbound B2B sales and cultivated strong client relationships with franchise and independent dealerships.

- Consistently met and exceeded monthly performance benchmarks through strategic account growth and retention efforts.
- Earned "Closest to Forecast" award by projecting client needs, aligning campaigns to budget targets, and maintaining pipeline discipline.

CLEAR CHANNEL RADIO, Jacksonville & Fort Myers, FL

Marketing Advisor & Events Planner December 2013 – June 2014

Developed and executed integrated media plans combining radio, digital, and event sponsorships to enhance client brand presence. Coordinated cross-channel initiatives and vendor partnerships to maximize campaign reach and effectiveness.

- Generated \$2.3 M in new business within 6 months by developing all-new client portfolio from ground up, utilizing targeted outreach, strategic positioning, and consultative sales.

COMCAST SPOTLIGHT, South Dade, FL

Account Executive, Advertising Sales October 2011 – December 2013

Oversaw B2B sales for automotive and retail clients, developed integrated media plans spanning television, digital, and event sponsorships. Built and maintained new business pipeline.

- Awarded “Most New Business” for building a robust sales pipeline through cold outreach and strategic partnerships.
- Recognized with “Highest Over Budget” for delivering tailored media solutions and consistently surpassing revenue targets.

EDUCATION

Currently pursuing, Master of Science, Marketing, Capella University, Expected Completion September 2026

Bachelor of Arts (BA), Public Relations and Marketing, Ashford University

CERTIFICATIONS

- Google Analytics Certified
- Google Workspace Certified
- Microsoft 365 Certified

TECHNICAL SKILLS

- Asana
- Monday.com
- Workfront
- Salesforce
- HubSpot
- Mailchimp
- Constant Contact
- Google Analytics