

Margate, FL, United States
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LORENA COOKE

MARKETING STRATEGIST



PROFESSIONAL SUMMARY

Strategic Marketing Strategist with over 17 years of experience, excels in leading digital marketing initiatives that significantly boost engagement and revenue. Proficient in leveraging marketing analytics and CRM tools to optimize client retention and conversion rates. Committed to developing innovative campaigns and fostering strong client relationships, particularly in the financial services sector.

EMPLOYMENT HISTORY

FEB 2024 - PRESENT

Director of Marketing & Business Development, SUN Credit Union, Hollywood, FL

- Championed a digital transformation, enhancing user experience with automated onboarding
- Fostered key community relations through strategic presentations
- Pioneered a digital overhaul, introducing online account opening in 3 months
- Amplified social media engagement by 10% in 2 months, setting stage for marketing channel expansion

JUN 2020 - FEB 2024

Influencer Brand Consultant & E-commerce Entrepreneur, InspireSphere, LLC, Remote, Florida

- Orchestrated high-impact product videos and social media content, driving \$450K+ in e-commerce sales
- Amplified Facebook page followers from 2.5K to 165K, reached over 3M and engaged 2.1M users
- Implemented strategic campaigns and collaborations, boosting social media engagement and sales
- Constructed high-conversion funnels via CRM software, enhancing campaign performances
- Initiated an e-commerce website, generating \$20K+ revenue in Q1 through effective social media traffic.

MAR 2021 - JUN 2023

Marketing Director, Broward Real Producers, Remote, Florida

- Orchestrated innovative email marketing strategies, driving high click rates within two weeks
- Amplified brand recognition by deploying digital marketing automation, boosting vendor partnerships
- Enhanced attendee involvement by 40% via a successful text message campaign for event notifications

MAR 2021 - JUN 2022

Director of Operations, Marketing and Sales, Echo Air Conditioning, Corp, Wilton Manors, Florida

- Led day-to-day marketing operations, aligning strategies with business goals
- Executed successful campaigns, boosting member acquisition by 20%
- Fostered strong external partnerships for enhanced marketing impact
- Mentored 5 managers in digital marketing, boosting departmental performance

AUG 2020 - MAR 2021

Marketing Director, Echo Air Conditioning, Corp, Wilton Manors, Florida

- Orchestrated an effective recruitment campaign, amplifying agent prospects by 200%
- Led a comprehensive website revamp, enhancing user interface and brand portrayal, resulting in a surge in web traffic and user engagement
- Managed social media platforms, creating captivating content and campaigns, escalating follower count, boosting brand visibility, and heightening customer interaction

APR 2019 - AUG 2020

Senior Digital Marketing Strategist, LOTICO Properties, Inc., Remote, South Florida

- Strategized and executed direct mail campaign, elevating response rate by 5%
- Conducted comprehensive market research across 5 FL counties
- Conceptualized and launched an advertising campaign, successfully onboarding 25 drivers
- Designed engaging promotional materials and a landing page
- Streamlined CRM workflows enhancing operational efficiency

FEB 2018 - JUL 2019

Vice President of Marketing, We Florida Financial, Margate

- Led a 9-member team in driving member acquisition and retention
- Boosted member engagement by 25%
- Increased website traffic by 60% via strategic SEO enhancements and content updates
- Demonstrated problem-solving skills by identifying and addressing marketing challenges
- Contributed to company growth through innovative marketing strategies

JAN 2007 - FEB 2018

Assistant Vice President, Marketing, Houston Texas Fire Fighters FCU, Houston, TX

- Spearheaded 8-week loan campaign, generating 1000% ROMI
- Boosted member acquisition via strategic direct mail campaigns, yielding 8% response rate
- Pioneered digital marketing initiatives, supervising social media and annual digital media plans
- Launched marketing program, chaired Communications Committee, and acted as Young Professional Advisor

EDUCATION

B.A., Communications, University of Houston, Houston

LANGUAGES

Spanish



SKILLS

Client Advocacy

Project Management

Marketing Campaigns

Creative Strategy

Client Relations

Written Communication

Verbal Communication

Digital Marketing