

Faith Piveral Rodriguez M.S.

Sales & Marketing
Strategist

Contact

Address

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Phone

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E-mail

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Skills

Salesforce/CRM Software

Analytics and SEO

Business administration

Competitive analysis

Product promotions

Branding

Budgeting

Strategic planning

Staff Management

Lead prospecting

Network development

Account servicing

Adaptable and forward-thinking sales representative; methodical about capturing every business development opportunity with multi-pronged approaches. Focused on continuous improvement of sales numbers through strategic management of teams and monitoring of market trends. Skillfully build connections and remove roadblocks by leveraging marketing & sales industry expertise.

Work History

2021-06 -
Current

Director of Marketing

Gold Skin Care Center, Nashville, TN

- Spearheaded market research to identify branding opportunities, cement strategies and sustain loyal customer base.
- Grew sales and boosted profits, applying proactive management strategies and enhancing sales training.
- Monitored customer buying trends, market conditions and competitor actions to adjust strategies and achieve sales goals.

2020-01 -
2021-03

Digital Marketing Sales Strategist

North Of Eight Design & Marketing, Remote

- Performed ongoing keyword discovery and bidding, expansion and optimization to increase organic search footprint and drive relevant site traffic.
- Executed tests, collected and analyzed resulting data, and identified trends and insights to achieve maximum ROI in paid search campaigns.
- Direct new paid search campaigns, ad groups, and accounts and aid in the creation of paid search marketing initiatives
- Monitor competitor activity and market dynamics

2017-01 -
2018-08

Sales Manager

Macy's, Dallas, TX

- Optimize sales directives through partnership with store and district teams on merchant strategies inclusive of black box report action planning, understanding key items/best sellers and communicate merchandise needs.

- Manage a multi-million-dollar sales portfolio while managing a team of 30 associates.
- Establish a development strategy with each associate based on formal and informal observations to improve selling behaviors that increase individual metrics.
- Meet and drive to exceed quarterly goals and expectations
- Managed order cycle to enhance business development and maintain sustainability and customer satisfaction

Education

2019-01 -
2020-05

**Master of Science: Digital Marketing
Analytics**

St. Edward's University - Austin, TX

2013-08 -
2016-12

**Bachelor of Science: Mass Communications
- Public Relations**

Texas State University - San Marcos, TX