





PATRICIA NOELLE CRUZ

SECTION MARKETING SPECIALIST

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 www.Ganda-Ganda.com



PERSONAL SUMMARY

Extremely organized and independent; able to effectively manage tasks to complete projects with timeliness and creativity. Flexible team player that thrives in environments requiring the ability to effectively prioritize and juggle multiple concurrent projects. Results-driven achiever with exemplary planning and organizational skills, along with a high degree of detail orientation.



EXPERIENCE

SECTION MARKETING SPECIALIST
AMERICAN BAR ASSOCIATION

April 2016 -
Present

• Develop and create all Senior Lawyers Division marketing collateral including graphics, postcards, brochures, signage and logos. Manage multiple high-level projects and deadlines. Upload and curate graphics, images and documents on digital asset management software as well as manage Division website and assets. Create and pull targeted email lists for Division communication. Develop and maintain relationships with Division leadership and members.

MEMBERSHIP & MARKETING ASSOCIATE
AMERICAN BAR ASSOCIATION

July 2014 -
April 2016

• Develop and create Business Law Section Meetings collateral including graphics, postcards, brochures and signage. Design Section logos, graphics and marketing materials. Manage multiple high-level projects and deadlines. Write, publish, and track analytics marketing emails in Maestro (email software). Develop and maintain printer, photographer, and vendor relationships.

YEARBOOK SALES REPRESENTATIVE
WALSWORTH PUBLISHING

Oct 2013 -
Feb 2014

• Prospected middle and high schools in assigned territory. Managed existing accounts at various stages of production. Trained customers on Walsworth technology and tools. Kept schools on task to meet their deadlines and maintained organized customer files.

GUEST ENGLISH TEACHER
BUSAN OFFICE OF EDUCATION

Aug 2011 -
Aug 2013

• Taught English classes from elementary to college & adult levels. Developed and implemented various lesson plans for all classes. Lectured at English language workshops for Korean teachers and parents. Created workshops and programs for students, teachers and adults. Edited all English publications for the Busan English Library.



EDUCATION

- Bachelor of Arts in English
Florida International University
Miami, Florida
Graduated 2006
Summa Cum Laude



CORE SKILLS

- Graphic Design
- Project Management
- Email Marketing
- Social Media
- Photography



DIGITAL TECHNOLOGY SKILLS

