

# Risa Martinez

📍Houston, Texas [in](#) in/risamarie [about](#) aboutrisamarie.com

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## SUMMARY

Versatile Marketing Project Manager who implements marketing plans centered around company goals and customer experience. Utilizes past experiences from previous marketing roles to delegate and execute tasks for all the different parts a campaign needs in order to be successful.

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## EXPERIENCE

### Marketing Project Manager

U.S. LawShield

February 2021 - Present, Houston, Texas

- Create comprehensive, customer-centric marketing plans that lays out goals and objectives, deliverables, and tasks to a team of 20 marketing individuals
- Support CEO and the Sales and Events Departments by spearheading efforts to create 100+ pieces of physical, digital, and print collateral needed for their success and give potential customers the best experience possible
- Manage and implement different types of marketing projects at all levels of the customer value journey such as lead generation, direct sale campaigns, brand awareness, and member retention projects all on tight deadlines
- Spearhead largest Black Friday campaign with over 30 components with over \$100,000 in revenue

### Marketing Coordinator

U.S. LawShield

June 2018 – February 2021, Houston, Texas

- Increased revenue by adding an average of 400 new memberships through 3-5 monthly email promotions
- Managed a team of 6 and coordinated with 5 different departments to implement 4 major projects a month
- Oversaw the creative process for email creation including ideation, copywriting, graphic design, quality control, landing page development, and sending of over 30 direct sales emails a month
- Created detailed campaign plans for successful deployment while maintaining the ability to quickly pivot

### Marketing Manager

LegalEASE, A LEGAL ACCESS Company

November 2016 - June 2018, Houston, Texas

- Created customized communication strategies for new clients that doubled new member enrollment from 10-12% to 23-26% in a fast-paced environment
- Branded LegalEASE as the front-of-mind legal insurance provider through LinkedIn, Instagram, Glassdoor, and blog
- Lead marketing team by providing insight and delegating tasks such as creating websites, brochures, and other types of content for over 500 clients while meeting strict deadlines

### Marketing Coordinator

LegalEASE, A LEGAL ACCESS Company

August 2014 - November 2016, Houston, Texas

- Edited HTML and JSON for high profile technology clients including Google, NVIDIA, and Marvell
- Created client communication materials to meet LegalEASE and Nationwide® Mutual Insurance brand standards
- Managed tradeshow schedule of 5-10 events annually, including administrative tasks and speaking engagements

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## EDUCATION

### Bachelor of Arts in Asian Studies and Linguistics

Minor: Business Foundations • The University of Texas at Austin • Austin, Texas • May 2010

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## COURSEWORK

### Digital Marketing Mastery

DigitalMarketer  
In-Progress

### Marketing Cloud Trailhead

Salesforce  
In-Progress

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## INVOLVEMENT

### Gawad Kalinga, Houston Chapter

Houston, Texas • Member • 2017 - Present

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## SKILLS

Adobe Illustrator, InDesign, and Photoshop, Basic HTML, Microsoft Office Suite, Pardot, Teamwork, WordPress