

VERONICA BELLETO

Los Angeles, CA ✦ 310-905-4345 ✦ vbelletto@icloud.com

STRATEGIC PLANNING ✦ CLIENT RELATIONS ✦ MARKET RESEARCH *Digital Marketing ✦ Event Management ✦ Media Buying*

A personable, detail-oriented, dynamic Marketing Manager with experience providing exceptional client support and ensuring projects are completed on time and with extreme confidentiality. Exceedingly accurate and organized with the ability to perform event coordination, operations management, market research, strategic planning, and digital marketing while maintaining positive and regular communication with clients. Self-starter with excellent oral and written communication skills. Proven team player with the ability to work with people at all levels of a corporation. Excel at turning under-producing individuals into teams that work efficiently and exceed all expectations.

SELECTED HIGHLIGHTS

- Responsible for large-scale event coordination and management, as well as regional public relations duties for the company.
- Coordinated and oversaw day-of operations for numerous high profile special events: Voodoo Festival, Sugar Bowl Swat and Mobile events, BCS Championship Superdome Swat and Mobile events, Harrah's Casino Football Game Day Street Events, and New Orleans Saints/Fox 8 News Miller Football Mondays.
- Managed all aspects of purchasing and design, in addition to initiating, executing, and monitoring the restaurant's marketing campaigns.
- Performed media are buying and marketed events to local and national clients including Shell Oil, New Orleans Jazz Festival, and French Quarter Festival.
- Utilized expertise in web marketing, design, and SEO strategy to market events to a wider range of demographics and audiences.

CORE COMPETENCIES

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| ▪ Customer Service | ▪ Operations/Logistics | ▪ Client Recruitment |
| ▪ Client Relationship Management | ▪ Strategic Market Planning | ▪ Market Research |
| ▪ Event Management | ▪ SEO Strategy | ▪ Media Buying |
| ▪ Digital Marketing | ▪ Scheduling | ▪ Communication |

PROFESSIONAL EXPERIENCE

New Orleans Convention Company ✦ New Orleans, LA ✦ 2010 – 2016 **Marketing Manager**

- Responsible for large-scale event coordination and management, as well as regional public relations duties for the company.
- Managed the company's marketing strategy, developing unique and innovative methods by performing in-depth market research and analysis.
- Successfully booked high profile clients through effective artist management, networking, and contract/rider negotiation, including His Holiness the Dalai Lama, Sandra Bullock, New Orleans Jazz Fest, Bombshell Fitness, Miller/Coors, Anheuser-Busch, Pantera, Trombone Shorty, Chris "Birdman" Andersen
- Oversaw all corporate branding and identity, ensuring the art direction for all advertising and promotional materials fit in with the branding concepts developed.
- Utilized expertise in web marketing, design, and SEO strategy to market events to a wider range of demographics and audiences.
- As a Project Manager, experimented with on-premise marketing campaigns to encourage attendees from one event to attend a future event.
- Established procedures for ensuring accurate coordination of schedules and meetings which increased work efficiency.
- Listened to clients and analyzed problems to offer prompt resolutions and sustain client loyalty and business.

Miller Brewing Company/Team Enterprise ✦ New Orleans, LA ✦ 2007 – 2010**Strategic Marketing Manager**

- Responsible for creating and implementing unique strategies and grassroots marketing campaigns to drive sales, as well as reporting on campaigns' success regarding profits.
- Coordinated and oversaw day of operations for numerous high profile special events: Voodoo Festival, Sugar Bowl Swat and Mobile events, BCS Championship Superdome Swat and Mobile events, Harrah's Casino Football Game Day Street Events, and New Orleans Saints/Fox 8 News Miller Football Mondays.
- Targeted key accounts and determined their viability in relationship to our brands on and off premise.
- Developed and maintained positive relationships with retailers and product distributors.
- Sold in features and performed promotional activities, P.O.S. placement, and merchandising.
- Recruited and trained 30 Field Managers and Promotional Specialists, ensuring staff excellence through motivating, providing direction, and setting a strong example through my work.

Rasputin Restaurant & Vodka Lounge ✦ Baton Rouge/New Orleans, LA ✦ 2004 – 2007**General Manager**

- Hired, trained, and supervised staff, including servers, security, administration, and kitchen.
- Responsible for coordinating the logistics of relocating the restaurant to Baton Rouge from New Orleans.
- Recruited national talent, effectively negotiating all contracts and riders to get the best deal for the company.
- Established a solid revenue-producing client base in a territory that was previously uninhabited by the company.
- Managed all aspects of purchasing and design, in addition to initiating, executing, and monitoring the restaurant's marketing campaigns.
- Tracked restaurant income and expenditures and authored monthly profit and loss statements.
- Managed all aspects of maintaining beverage inventory, budgeting food costs, and scheduling staff.
- Oversaw all marketing and entertainment bookings for the restaurant, including designing all print media and recruiting DJs live music performers nationally.

New Orleans Convention Company ✦ New Orleans, LA ✦ 2001 – 2004**Special Events Manager**

- Secured corporate sponsorships for events to limit the financial burden of the company.
- Coordinated and supervised all logistical aspects of special events in order to guarantee the safety of all parties working and attending the events.
- Performed media buying and marketed events to local and national clients including Shell Oil, New Orleans Jazz Festival, and French Quarter Festival.
- Developed and conducted training programs for Project Managers to ensure field staff were consistently meeting or exceeding their goals.

EDUCATION**Louisiana State University, Baton Rouge, LA***Bachelor of Arts – Communications***ADDITIONAL CREDENTIALS****TECHNICAL SKILLS**

Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher)

HONORS & AWARDS

- Nationally Ranked Fitness Champion

ORGANIZATIONS

- National Academy of Sports Medicine (NASM), MENSA

INTERESTS

Fitness Competitions, Acting, Singing

Detailed Professional References Available upon Request

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