

Deanna Perez

Profile Versatile marketing professional with strong time management and organizational capabilities who excels with detail-oriented projects and tight deadlines. Excellent oral and written communication skills lend to successfully building and maintaining strong cross-functional relationships. Broad experience in marketing, event planning, and proposal management.

Education **Bachelor of Arts Degree in Public Relations 2008** | Rowan University, Glassboro, New Jersey
Master of Science in Communication 2014 | Drexel University, Philadelphia, Pennsylvania

Professional Experience

Parker McCay P.A. | August 2009 – present

Marketing Coordinator | March 2012 – present

Proposals

- Manages a team of four during RFP season and leads the RFP response process from inquiry through delivery of a final product to ensure all expectations, actions, and timelines are understood and met
- Researches and monitors RFP sources on a daily basis
- Prepares and tracks the proposal process, and gather analytics for proposal reports
- Files & archives proposals monthly
- Gathers, writes, and edits proposal text provided by attorneys; proof-reads and performs all quality checks of proposals under tight time constraints. Develops and uploads newly created content into a centralized document repository by deadlines
- Implements desktop publishing, from the production of draft, text and graphics (including templates, headings, tables, charts, graphs) according to corporate and general style standards.
- Assists with developing an end -to -end plan for the proposal including required resources, assignments
- Regularly updates and manages document repository
- Maintains real-time status of each proposal's assignments and development
- Updates logs and repository of past performance and boilerplate catalog

Marketing

- Writes, edits, and executes the firm's print collateral including proposal responses, print ads, newsletters, press releases, brochures, website, social media, etc.
- Coordinates and executes email marketing strategies and campaigns using Constant Contact, maintains and updates email lists
- Manages blog content calendar, updates blog site and distributes through email and social media
- Maintains the firm's social media pages
- Gathers website, blog, social media and email analytics for reports
- Develops and executes digital strategic marketing initiatives and campaigns
- Prepares, designs and develops ads for ad journals, client support publications and sponsorships, as needed
- Coordinates and executes updates to website and intranet
- Coordinates updates to attorney profiles and maintains inventory (including annual update project, coordinating approvals and posting to website)
- Plans, coordinates, and implements seminars, events, trade shows, and speaking engagements, including production of materials, coordination of logistics, photography, etc. post-event follow-up (send prepared marketing materials, etc.)
- General project coordination (contact with vendors including graphic designers, printers, etc., contact and follow up with internal audiences)
- Conducts research on opportunities for the firm and attorneys (professional associations, speaking engagements, publishing opportunities, miscellaneous requests)
- Maintains supply of marketing & promotional materials and reprint/reorder as approved
- Fields internal and external requests for marketing materials, promo items and firm documents
- Provides assistance in implementing firm's overall marketing objectives

- Prepares and sends marketing materials for clients and prospective clients as directed by attorneys
- Assists in miscellaneous design requests using Adobe Creative Suite
- Maintains press contact document for firm

Legal Assistant | August 2009 – March 2012

- Created letters and document, diaries and calendar appointments for 9 legal professionals
- Prepared daily time entries including timesheets, expense reports and trial binders
- Filed documents online with the Courts
- Received, managed and screened phone calls, emails and mail
- Scheduled depositions, meetings and mediations
- Arranged for conference rooms, video conferencing and meals
- Logged letters/notices received in calendar
- Confirmed next day meetings and depositions with clients and other attorneys
- Communicated with Court Reporters

US Department of Labor, Office of Public Affairs | January 2008 - May 2008

Public Affairs Assistant

- Supported media relations efforts through pitching press releases and PSAs to local print and broadcast media, coordinating daily press clipping reports, and maintaining a database of media contacts.
- Developed promotional material for and coordinated the implementation of special events including African American History Month programs, Women’s History Month programs, and Safety and Health Awareness fairs.
- Represented the Department of Labor at networking events hosted by the Philadelphia Public Relations Association and various regional conferences such as Youth Rules! and Russian Outreach.

Home Depot | March 1998 – August 2009

Human Resources Associate Coordinator

- Held various administrative positions that included interviewing, on-boarding, training personnel, scheduling, bookkeeping, and operations management.
- Planned and implemented various special events for store associates including the Annual Christmas Party.
- Organized efforts for “Homer Fund” Charity and “Kid’s Workshop” events.

References

Available upon request