

Jacqueline M. Martin

Experienced Sales | Management | Marketing

Santa Fe, NM

jacquimartin505@gmail.com

505-440-1732

As a creative professional with an entrepreneurial mindset, I've acquired an eclectic range of experiences across all types of businesses with 18 years in communications, marketing, advertising, public relations, and sales. Consequently, my cross-functional exposure spans diverse industries, functions, and geographies.

As a focused and results-driven contributor, I'm well versed in supporting and managing a wide array customer-centric initiatives. With a solid blend of organizational, time management, and problem-solving skills, I'm ready to take on tough challenges. In the current and past organizations, I've also been able to proactively pinpoint areas needing improvement and readily generate ideas and solutions.

- * Advanced Communications Skills (listening, verbal, written)
- * Complex Problem Solving & Critical Thinking
- * Collaboration & Mentoring
- * Cognitive Flexibility & Negotiation
- * Creative Problem-Solving Skills
- * Community Outreach & Motivational & Problem Solver
- * Excellent Planning & Organizing Skills
- * Emotional Intelligence (Advanced)
- * Flexibility & Adaptability & Managing Multiple Priorities
- * Judgement & Decision Making
- * Multicultural Sensitivity & Awareness
- * People Management
- * Strategic Analytical Thinking Skills

In addition to this, I'm regarded as a friendly open communicator who views people as my strong suit. I can easily engage customers, guests, suppliers, employees, managers, and senior executives. As a versatile team player and leader, I'm able to get the most out of every opportunity and person through my contagious "can do" attitude and positive outlook.

In summary, I'm a solutions-oriented problem-solver who leverages diverse experience to hit the ground running and help companies deliver on promises, capture new customers, and outperform the competition. With true dedication, commitment, and creativity, I am able to get the most out of every situation to achieve desired results.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

LMT - Small Business Owner - #NM8818

Stream of Life Massage Therapy - Albuquerque, NM

January 2000 to Present

Owner

Started business from the ground up, Stream of Life Massage Therapy, and spearheaded overall operations as a Licensed Massage Therapist. Set up and drove all business activities with full responsibility for marketing/sales, financial performance, customer service/satisfaction, and process development/management. Devised and executed creative marketing campaigns to build customer base, attracting new clientele through low-cost print and digital promotional strategies. Hired several employees; provided training and performance assessments.

- * Social Media Marketing: Harnessed the power of social media to promote service offerings, including Twitter (Advanced level), Facebook, Four-square, Pinterest, and Instagram.

- * Operations Management: Served as VIP Backstage Massage Therapy Manager for several Music Festivals with more

than 40K attendees. Negotiated 2-year contract with AEG Live West; subsequently recruited and managed 8 to 10 Therapists, resulting in highly pleased corporate client.

- * Team Leadership: Built and led an effective team of 5 employees, which included office administrators, marketing assistant, and maintenance personnel.

- * Public Relations: Attended various community health marketing events to heighten name recognition and industry awareness.

- * Relationship Building: Built business through word-of-mouth, collateral distribution, and networking initiatives.

- * B2B Strategies: Traded goods and services with local businesses to build solid reputation and grow client base.

- * Co-Marketing Strategies: Partnered with local universities to cross-promote services and offer discounts.

- * New Client Generation: Re-established business in 2 new locations, building a loyal customer base from scratch.

MARKETING PUBLIC RELATIONS ADVERTISING SALES

505-440 1732 jacquimartin505@gmail.com

Education

Certificate 700 Hours Massage Therapy in Massage Therapy

Crystal Mountain Massage School - Albuquerque, NM

1999

B.A. in Sociology Communication

UNIVERSITY OF NEW MEXICO - Albuquerque, NM

Associate Degree in Business Computers Dreamweaver

Central New Mexico Community College - Albuquerque, NM

Skills

Marketing, Sales, Management

Links

<https://www.linkedin.com/in/jacquelinemartin505>

Additional Information

As a creative professional with an entrepreneurial mindset, I've acquired an eclectic range of experiences across all types of businesses with several years in communications, marketing, advertising, public relations, and sales. Consequently, my cross-functional exposure spans diverse industries, functions, and geographies.

As a focused and results-driven contributor, I'm well versed in supporting and managing a wide array customer-centric initiatives. With a solid blend of organizational, time management, and problem-solving skills, I'm ready to take on tough challenges. In the current and past organizations, I've also been able to proactively pinpoint areas needing improvement and readily generate ideas and solutions.

- * Advanced Communications Skills (listening, verbal, written)
- * Complex Problem Solving & Critical Thinking
- * Collaboration & Mentoring
- * Cognitive Flexibility & Negotiation
- * Creative Problem-Solving Skills
- * Community Outreach & Motivational & Problem Solver
- * Excellent Planning & Organizing Skills
- * Emotional Intelligence (Advanced)
- * Flexibility & Adaptability & Managing Multiple Priorities
- * Judgement & Decision Making
- * Multicultural Sensitivity & Awareness
- * People Management
- * Strategic Analytical Thinking Skills

In addition to this, I'm regarded as a friendly open communicator who views people as my strong suit. I can easily engage customers, guests, suppliers, employees, managers, and senior executives. As a versatile team player and leader, I'm able to get the most out of every opportunity and person through my contagious "can do" attitude and positive outlook.

In summary, I'm a solutions-oriented problem-solver who leverages diverse experience to hit the ground running and help companies deliver on promises, capture new customers, and outperform the competition. With true dedication, commitment, and creativity, I am able to get the most out of every situation to achieve desired results.