Laura Bello-Conte, MBA

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**Career Objective**

Marketing professional with experience in digital and print marketing, project management, creative strategy, communications, and relationship development.

**Experience**

national dentex **Jupiter, FL**

Digital Project Manager | March 2022 – December 2022

* Plan and execute email marketing and triggered email campaigns
* Manage list generation, list management, compliance with the CAN-SPAM Act, local privacy laws, A/B testing, subscription center development, scheduling optimization and email design
* Monitor deliverability and overall account reputation to ensure successful deployments
* Collaborate with internal and external teams to design and implement digital projects
* Communicate with the team and ensure all members are on board with delegated tasks
* Manage social media calendar, postings, and engagement.
* Build and maintain data visualization reports in Workfront

Barry University**, Miami, FL**

Marketing Project Coordinator | February 2019 – March 2022

* Workfront and Salesforce for CRM and project management
* (B2C) marketing, targeting audiences ranging from high school graduates to post-graduates
* Develop, implement, and evaluate marketing strategies to increase student enrollment and retention
* Manage marketing budgets and evaluate performance
* Provide web management support, and search engine optimization.
* Social media management: promotion of new initiatives, events, and achievements
* Design and manage landing pages for upcoming events, programs, and news items
* Develop, implement, and coordinate all components of marketing plans, including promotion strategies, collaboration with creative teams, and communication with university administration
* Using search tools, examine geographical and marketing trends for different program enrollment trends; market research.
* Develop and implement digital marketing campaigns based on market research and data analysis
* Produce electronic magazines with ISSUU including copywriting, and graphic designs using tools like Canva
* Develop and maintain relationships with alumni and community partners
* Communications Committee Chair for the J.E.D.I. Coalition under the Office of the President
* For the J.E.D.I Committee, Creating and implementing brand guidelines, building Coalition awareness across campus and community, design and managing website projects, campus-wide communication.

BARRY UNIVERSITY

Administrative Assistant III | August 2015 – February 2019

* Assist Dean, Program Directors, Faculty, and Operations Manager with administrative tasks
* Filing and record keeping
* Coordinate, plan and execute departmental, community, and student events
* Organize and oversee Dean's calendar
* Travel and event coordination for faculty and administrators
* Data management
* Proficiently use office and classroom software and tools

Nova Southeastern University**, Davie, FL**

Administrative Assistant | April 2014 – August 2015

* Administrative support for teachers and directors
* Filing and record keeping
* Assist in onboarding new staff.
* Ensure informational displays are up to date for visitors and families.
* Manage multiple incoming calls and respond to visitor questions
* Organize daily operations so that multiple tasks can be completed simultaneously.

Refugee Youth Services/Gulf Coast Jewish Family and Community Services

Education Specialist | October 2010 – April 2014

* Conduct assessment of clients to determine needs, strengths, and challenges.
* Design individualized academic curricula to improve clients' academic standing.
* Develop and implement strategic plans to improve clients' English proficiency and acculturation to the U.S.
* Conduct comprehensive intake assessments of new clients and families according to standards provided by the agency and the Florida Department of Children and Families
* Determine what resources are available in the community for client support.
* Crisis Intervention, support, safety risk assessments
* Documentation and Reporting: Maintain accurate and detailed records of client interactions, assessments, and service provisions.

**Education**

**Barry University** *Miami, FL*

Master of Business Administration (Aug 2020)

**Florida State University** *Tallahassee, FL*

Bachelor of Science - BS Interdisciplinary Social Sciences (Aug 2017)

**Additional Skills**

* Project Management
* Strategic Thinking
* Communication
* Digital Marketing
* Analytics
* Creativity
* Market Research
* Adaptability and Flexibility
* Data Analysis
* Marketing Cloud
* Workfront
* Salesforce
* Microsoft Word, Excel
* Google Analytics
* Pardot
* Hubspot
* UX Design
* SWOT Analysis
* Data Presentation
* Social Media Management
* SEO
* Funnel Management
* PPC
* A/B Testing
* CRO
* Data Visualization
* Spanish (fluent reading/writing/speaking)

**Licenses & certifications**

* Google Ads Creative Certification

Credential ID: 73862006

* Introduction to User Experience Design

Credential ID: 89H64ESBYMKZ

* Google Analytics for Beginners