

MARTHA BELLOMY

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SUMMARY

A dedicated and accomplished senior marketing leader with vast expertise in marketing plan development, brand management, digital marketing, and advertising. Established project management, franchise marketing, operations management, and strategy development capabilities. Utilizes strong interpersonal and communications skills to lead and develop associates and collaborate with cross-functional departments. A diligent and analytical top performer who delivers successful marketing and advertising campaigns to generate leads and increase sales, <https://www.linkedin.com/in/marthabellomy/brand> awareness, and loyalty.

EXPERIENCE

CALIBER HOLDINGS, Lewisville, Texas
Brand Marketing Director, 2022-2024

Directed team of four responsible for brand marketing of main brands, Caliber parent brand, and Caliber Collision, among five lines of business. Utilized marketing strategy involving an integrated marketing approach within paid, owned, and earned media channels, including brand campaign and media plan development, various program development / execution, program measurement, and continual optimization. Built strategy, managed team, and worked with outside vendors and partners to fulfill and execute plans, aiming to improve the image of the automotive service experience and become the most trusted automotive service provider.

- Grew digital metrics throughout the company's external channels.
 - Optimized website for search engines, content needs, facilitation of business processes, effective customer support management, and lead generation.
 - Achieved YOY metrics of +10.3% page users and click volume of 35%.
- Improved email metrics through segmentation strategies and optimized content (segmented database of 1 million to improve metrics and weed out non-users).
 - Achieved YOY metrics subscribers of +102% and YOY open rate of +224%.
- Refined social media approach with strategies focused on channel usage, effectiveness of content, and tailored content based on channel and publishing optimizations.
 - Grew followers by 17% throughout 15-month time period.
 - Achieved YOY metrics for impression of 21.08% and YOY engagement of 31.35%.
- Led brand's reputation across multiple online review channels, with 145,000 reviews yearly and 4.7 average rating system-wide.
 - Sustained 98% response rate, from one-star to five-star.
 - Developed escalation process to tackle sensitive and serious online / listing reviews; HR / Legal / Ops / PR.
- Directed recruiting marketing campaign efforts from strategy / inception to execution, seeking collision repair body technicians.
 - Built digital campaigns focused on on-site actions and conversions.
 - Incorporated direct response and awareness tactics.
 - Delivered ROI successfully via campaigns.

CLUBCORP, Dallas, Texas
Marketing Manager, 2019

Led a team focused on supporting local club field teams. Used digital advertising to drive new memberships, creative collateral support, and wedding, banquet, and special event business across the southeast region of Georgia and Carolinas. Managed marketing and advertising efforts for largest privately owned golf and country club company in the U.S. (30 clubs). Managed a membership business model emphasizing increasing / driving leads to club level, maintaining member retention, and driving member referrals.

- Generated 70% lift in month-over-month membership leads for one club by leveraging fast-paced, high production volume via Facebook ads, landing pages, print production of flyers, brochures, and pamphlets, producing hundreds of collateral pieces in six months.
- Directed creative team comprising a copywriter, senior graphic designer, and digital marketing specialist.

JAMBA JUICE CORP., Frisco, Texas
Digital Marketing Manager (Contractor), 2018-2019

Worked at Jamba as a consultant, managing and executing all things digital by maintaining all assets current and up-to-date, including website, online ordering system, mobile app, and brand's digital marketing campaigns. Successfully implemented existing digital marketing plan from start to finish.

- Managed third-party vendors, including advertising agencies, online orders, mobile apps, social media, and community management agencies.
- Deployed over 150 emails and 120 social media posts, with database of five million subscribers.
- Worked within segmented groups, focusing on increasing open rates and conversions to sales. One example resulted in a 21% open rate increase and 3% lift in sales.
- Achieved 20% increase in impressions and increased social media followers by 14,856 compared to prior campaign.
- Delivered 25% YOY increase in funds donated to the National Breast Cancer Foundation, resulting from the ninth annual nationwide cross-promotion with nonprofit.
- Responsible for new product setup on Online Ordering System (OLO) and Micros & Mobile app through an overseas third-party vendor in India, and managed setup of new product upload onto the menu ordering system and link to all digital assets, including email and social media campaigns.
- Identified consumer special touchpoints / interests to align creative and social engagement for brand relevancy.

DOVER MANAGEMENT CORP., Burbank, California
On-Site Field Manager, 2015-2018

Updated marketing standards and practices and oversaw and enhanced property value, including business standards for leasing, resident retention, personnel management, and maintenance. Oversaw tenant selection and lease management while directing maintenance, major repairs, and daily operations.

- Secured / closed lease agreements for apartments ranging between \$1,500 and \$3,000 in monthly rents.
- Maintained tenant occupancy at 97-100%.
- Sustained 0% rent delinquency.
- Achieved low tenant attrition.

MB MARKETING SOLUTIONS, Dallas, Texas
Marketing Strategist, Founder, 2009-2015

Provided full marketing support to the small business community. Worked alongside independent creative teams, allowing me to offer full creative services, including graphic design, TV / radio production, and events, including full digital media service involving website development, email, and social media strategy and execution. Developed and executed successful strategic new business plan for private equity firm that included digital and direct mail media, resulting in \$3.5 million increase in capital.

- Delivered 20% YOY sales growth due to establishing set sales goals and developing respective marketing plans for local fashion design line, resulting in an established distribution contract with Nordstrom, a nationwide high-end department store.
- Managed new brand identity process of start-up businesses involving all internal and external creative content, including website, business development kit, and strategic marketing launch plan, which involved social media, public relations, and grassroots efforts.
- Brought quality discounted healthcare services to lower-income women and children.
- Nominated as Entrepreneur of the Year, 2013.

ADDITIONAL EXPERIENCE

T.G.I. FRIDAY'S, Lewisville, Texas, **International Marketing Manager**, 2004-2009. Served as global marketing manager and corporate representative to over 60 franchise groups in 40 countries for 370 stores with annual sales of \$700 million. Worked as a marketing corporate representative to international franchisee community. Created annual marketing training seminars and presented marketing materials on new food and beverage promotions, current consumer insights, and local store marketing tactics. Developed strategic marketing plans in collaboration with beverage partners and franchisees geared toward driving beverage consumption and secured monetary contributions from beverage vendors to \$1 million international marketing fund.

MOROCH ADVERTISING, **Dallas, Texas, Account Executive**, 1999-2004. Managed aggregate media budgets of \$6.6M to \$7.1M for 900 McDonald's stores for advertising agency specializing in retail and branding services with estimated annual revenue of \$30M (general market and Hispanic consumer market). Constant interaction with McDonald's franchise business owners and corporate representatives. Oversaw McDonald's in Houston, North and West Texas, franchise & corporate - West division. Directed and executed region's point of purchase orders on campaign basis (12 events per year, national and local). Developed relevant marketing and public relations initiatives for the Hispanic consumer market / Latino community, resulting in 8% YOY sales increase.

EDUCATION

UT DALLAS, Richardson, Texas
B.A., Interdisciplinary Studies

CERTIFICATION

[AI Application for Growth | Northwestern, Kellogg School of Management](#)
[Google Analytics Academy Certificate](#)

AFFILIATIONS

National Charity League
The Mexico Institute
Ragan's Hope
Ronald McDonald House of Dallas
Burbank School Booster Association
Families For Stevenson Booster Club

COMPUTER SKILLS

Microsoft Office 360, PowerPoint, Excel, Word, Airtable, Smartsheet

LANGUAGES

Fluent in Spanish.