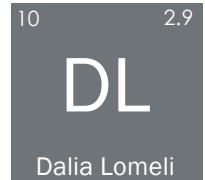


# A love of science with a passion for communications



## Dalia V. Lomeli, MA

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**Objective** Superstar Marketing Professional with experience in integrated marketing communications strategy, creating atomic marketing experiences in print, digital, social media, email, event, and eMarketing platforms. Seeking marketing position that will allow exceptional outcomes with responsibilities at a Director level.

**Accomplishments**

- Created programs to increase organic database growth by 54%.
- Launched and hosted webinar educational series; maintained retention attendance rate at a steady 60%+ for three consecutive years.
- Led marketing efforts for launch of two new corporate divisions to include marketing material, trade show displays and display trailers.

**Skills**

- Strong expertise in the hands-on facilitation of brand-building and marketing for B2B, B2C, and print-to-media.
- Exceptional technology skills with competitive organization, communication, and presentation aptitudes.
- Highly skilled at turning feasibility challenges into realized opportunities.
- Collaborative and cross-functional campaign leadership with proven results that promote revenue growth through process improvement.

**Creative**

- Executive producer/strategist in corporate branding across various mediums of communication, including spectrum of print and digital collateral (photography, annual catalogues, brochures, fliers, mailers, poster presentations, webinars, broadcast emails, and corporate websites).
- Write and edit press releases, media kits, and constant communication with all media contacts.

**Work History**

Posey Company, Arcadia, CA	2007-2014
Marketing Communications Manager	

Acorn Engineering, City of Industry, CA	2001-2007
Marketing Director	

**Education**

- Master of Arts, Integrated Marketing Communication, Emerson College
- Bachelor of Science, Chemistry/Management, Simmons College

**Professional Certification**

- Digital Analytics Fundamentals, Google Analytics Academy
- Advanced Professional Internet Marketing Certificate, University of San Francisco
- Advanced Interactive Marketing and Measurement, University of San Francisco
- Search Engine Marketing and Usability, University of San Francisco
- Integrated Online Strategies, University of San Francisco
- Public Relations, Emerson College