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# SHERRI MULL

## Multifaceted Creative Marketing Specialist

### PROFESSIONAL SUMMARY

Innovative Marketing Director with a proven history of developing and executing effective marketing strategies that promote brand growth and market expansion. Skilled at leading dynamic teams and fostering a collaborative environment that inspires high performance. Recognized for decisive leadership and a proactive approach to overcoming challenges. Committed to delivering impactful results while continuously striving for excellence in all marketing initiatives. As an ambitious marketing leader, I excel in creating creative strategies and possess strong communication skills that drive successful campaigns and enhance team dynamics. My enterprising approach consistently yields exceptional results in competitive environments, emphasizing leadership and achievement. I am a dynamic and results-oriented professional with extensive experience in crafting and implementing high-impact marketing strategies.

### EXPERIENCE

#### Marketing Director | Limitless Aesthetics and Wellness, Scottsdale, AZ

Oct 2024- Present

- Developing captivating content for social media and managing website branding.
- Website development, design, managing website branding updates and a strong emphasis on SEO
- Email campaigns, and SMS marketing
- Coordinating and producing video content while streamlining marketing strategies that align with the vision and mission of Limitless Aesthetics and Wellness.
- Collaborating closely with the owner and founder, the focus is on fostering a positive and healthy atmosphere within the aesthetics and wellness center. This strategy empowers clients to embark on a limitless journey towards beauty and well-being. By enhancing content strategies, Limitless continues to elevate industry standards, providing a harmonious fusion of aesthetics and wellness for those seeking rejuvenation.
- Developing captivating content for social media on all social media platforms- Instagram, Facebook, Tik-Tok Google business profile management
- Podcast development, content educational events, marketing new patients and retention
- Marketing material, brochures, business cards, flyers, signage Marketing calendar Office templates

#### Marketing Manager | Medical Specialists of the Palm Beaches, FL

May 2023- Oct- 2024

Medical Specialists of the Palm Beaches ("MSPB") is a primary-focused, multi-specialty physician group practice serving Palm Beach and Broward counties in Florida. MSPB is a value-based care focused,

integrated healthcare delivery system committed to providing comprehensive, high-quality care with respect and integrity for its patients and the community.

- Created Yearly Marketing Calendar- monthly health promotions and awareness with patients and employees
- Identified, created, and managed opportunities for lead generation resulting in long-term growth
- Established relationships with vendors and suppliers to acquire materials needed for campaigns
- Created content for multiple digital platforms, including websites, blogs, and social media channels
- Utilized digital marketing and social media platforms to increase brand awareness
- Developed and implemented successful marketing campaigns to increase product sales
- Optimized search engine rankings through SEO techniques such as keyword optimization and backlinking
- Spearheaded strategic marketing initiatives to create brand recognition and increase market share
- Collaborated with designers and other stakeholders on the creation of visual assets for campaigns
- Promoted Community Outreach program events
- Coordinated with doctors, creating marketing community events and educational programs
- Stayed current with marketing trends and technologies, implementing innovative strategies to reach target audiences
- Coordinated or participated in promotional activities or trade shows to market products or services
- Website created and developed for MSPB
- <https://sherrimull.wixsite.com/new-mspb>
- <https://www.facebook.com/mspbhealth/>
- <https://www.linkedin.com/company/mspbhealth>

**Marketing Manager | Merchants Market Group, Riveria, FL**

**March 2020- March 2023**

- Created Yearly Marketing Calendar and Customer of the Month Calendars
- sales flyers, office templates, business cards, facemask designs, sales literature,
- updated website graphics daily, links, and downloadable protected PDF files Created
- PowerPoint presentations which were printable and engaging multimedia for Zoom meetings with clickable links for vendor's demonstration
- Online Customer Ordering- clickable GIF banners for sales and promotions
- Designed images including social media and blogs on the website Marketing Calendar- Results over \$17K in marketing money and over \$3M in vendor year commitment
- Redesigned entire website in WordPress with all graphics manipulated in Photoshop link <https://www.merchantsmarket.com/> links from March 1, 2021

**Marketing Director | Exceptional 3D, Tampa FL**

**Feb 2014- March 2020**

- Created 3d graphic sales flyers, office templates, sales literature
- Updated website graphics, links, and downloadable protected PDF files
- Executed all details of company trade show marketing, booth design and collateral material, graphic design, public relations,

- Scheduling of staff Work remotely, and travel to trade shows overseas and in the US Visit with potential clients and existing clients keeping updated with current technology trends and their social media advertising needs
- PowerPoint presentations- printable, engaging multimedia and videos for proposals and sales staff
- Email Marketing- Constant Contact- created graphics, and links, coordinated email marketing campaigns, and regularly updated customer databases Analyzed results of campaigns with owner and sales staff Create monthly and quarterly targets
- Provide consistent daily analytics to ensure clients Key Performance Indicators (KPIs) and profitability goals are achieved

**Marketing Director | Sun Group Commodities, Pompano Beach, FL**

**Feb 2012- March 2014**

- Created and researched new items to create sales literature- flyers, print work, and sales templates.
  - Constant Contact- Created and implemented daily HTML email marketing program. Coordinated campaigns and regularly updated customer databases. Analyzed report results for sales manager and team follow-up.
  - Designed GIFF banners, item images, and weekly sales products with images for customer order base and sales staff.
  - Photographed, researched products, retouched in Photoshop.
  - Marketing and sales- worked collaboratively with sales managers researching product, writing, and graphics for proposals and presentations.
  - Coordinate and leverage resources for assistance in customer marketing presentations, chef demonstrations, food shows, magazine articles, etc.
  - PowerPoint- (printable) or multimedia with music, images, and videos for sales staff including HACCP food safety and company profile.
  - Graphic Artist- Designed food show graphics and displays, product packaging, monthly customer and employee newsletters, company brochures, sales flyers, magazine ads, holiday cards, posters, business cards and letterhead.
- Implemented uniform dress code policy. Assisted in setting up Outlook staff emails and signatures. Resolved Outlook- related issues with IT department.

**Marketing Manager | Culinary Produce & Dairy, FL**

**Feb 2009- Feb 2012**

- QuickBooks- Created a new company database by adding customers, vendors, chart of accounts, items, descriptions, pack size, pricing, invoicing, receivables, payables, setup customers, vendors, accounts, items, receiving payment, reconciled each month, Balance Sheet, and P&L statements.
- Graphic Artist/ Photographer- logo, truck graphics, sales literature, graphics for administrative, letterhead, business cards, invoices.
- Created website- updated daily products and graphics. PowerPoint presentations- engaging multimedia for sales staff. Assisted with weekly pricing of perishable seasonal products.
- Marketing & sales- worked collaboratively with sales managers researching product, writing, & graphics for proposals and presentations.
- Managed entire administrative accounting department including- payables/ receivables, billing, collections, customer service, and payroll.

- Manage & maintain all aspects of payroll from scheduling to verification. Implemented & managed Liability, Workman's Compensation, & Health Insurances.
- Liaise with executive and senior administrative assistants to handle requests and queries from senior managers. Assist in the preparation of regularly scheduled reports, develop and maintain filing system, update and maintain office policies and procedures. Ensure all clients remain informed on their outstanding debts and deadlines.
- Provide solutions to any relative problems of clients. Write thorough reports on billing activity with clear and reliable data. Analyze transaction information to identify refunds, delinquent accounts and insufficient payments.  
Prepare and disburse invoices to customers. Resolve issues with delinquent accounts through contacting and working with the customer. Assessing staff performance and providing coaching and guidance to ensure maximum efficiency.
- Plan and coordinate administrative procedures and systems and devise ways to streamline processes.
- Recruit and train personnel and allocate responsibilities and office space.

**Marketing/ Supervisor/HACCP Dir.| So. Florida's Choice, Pompano Beach, FL    Feb 2006- Feb 2009**

- Graphic Artist- Designed graphics for trucks/ trailers, magazine, newspaper ads, monthly customer newsletters - highlighting chefs, employee newsletter, holiday cards, administrative graphic needs, office templates, business cards, and branding.
- Implemented daily HTML email program for customers.
- Promoted seasonal items, specialty items, educational info, recipes, and tips for chefs.
- Created and maintained website platform. Promoted in-house food show with vendors exhibiting perishable products from distribution warehouse targeting customer sales. Contributed to revenue sales of over \$35,000.00 profit.
- Implemented weekly market reports and managed relevant correspondence.
- Designed entire marketing collateral. PowerPoint presentations-(printable) and engaging multimedia with music, images, and videos. Educated sales team with new items, promotions, and HACCP Safety program.

**Creative Marketing Director| A-One-A Produce & Dairy, FL**

**Jan 2001- Feb 2006**

- Graphic Artist- Designed graphics for trucks/ trailers, magazine, newspaper ads, monthly customer newsletters - highlighting chefs, employee newsletter, holiday cards, administrative graphic needs, office templates, business cards, and branding.  
Implemented daily HTML email program for customers.
- Promoted seasonal items, specialty items, educational info, recipes, and tips for chefs. Created and maintained website platform.
- Promoted in-house food show with vendors exhibiting perishable products from distribution warehouse targeting customer sales. Contributed to revenue sales of over \$35,000.00 profit.
- Implemented weekly market reports and managed relevant correspondence. Designed entire marketing collateral.

- PowerPoint presentations-(printable) and engaging multimedia with music, images, and videos. Educated sales team with new items, promotions, and HACCP Safety program.

## **SKILLS**

- **Computer Programs:** Adobe Creative Suite- Photoshop, Illustrator, InDesign, Acrobat, Premier
- Microsoft Office Programs: Word, Excel, PowerPoint, Outlook, Publisher
- Website Programs: Wix, WordPress, HTML
- QuickBooks Skills
- Web development, design, maintenance • Web and data analytics • FTP Search Engine Optimization (SEO) • Digital Design/ Branding marketing • Creation and Development Artist- Art direction • Photography/ Photo editing Graphic Designer/ Color theory • Prepress • Creative writing copywriting • Social media management • Creative Direction/management and planning • Social media marketing/ Blogging • Customer relationship management (CRM) • Administrative & Business Operations • Email Marketing and Social Media • Account management/ Sales Support • Public Relations Administrative • Experience Fundraising • Business Development • Marketing Events Management • Media relations • Supervising Experience

## **EDUCATION**

- Bachelor's degree in Commercial Art |Fort Lauderdale Art Institute-1985
- Desktop Publishing | Fort Lauderdale Art Institute-1992
- High School Diploma-1983
- Fine Art
- Food Safety Manager HACCP CERTIFIED Blood Borne Pathogens certified
- Lip Blushing Artist

## **Sherri Mull**

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