



Ann Marie Somrah M.S.

☎ 305.600.7484 ✉ amsomrah@gmail.com www.SeeAnnWork.com

Skills:

Microsoft 365, Google Workspace, Google UX Design, Google Analytics, Asana, Trello, WordPress, Duda, HubSpot, Coda, Dropbox, Smartsheet, Miro, Zulip, Yammer, Figma, Adobe XD, Unica, Pega.

Education:

Master of Science in Mass Communication, Florida International University **2018 - 2020**

Creative Services Manager, Verizon

Mar 2022 – Present

- Developing briefs for creative work in partnership with marketing strategy, commercial, and insights team & lead briefing of creative agency partners.
- Working and leading creative agency partners in the development of creative.
- Working with creative agencies to deliver creative content and assets for all brands & optimize advertising campaigns to market that reflect a deep understanding of brand positioning & strategy.
- Being up to date on brand proposition, messaging & product proof points relevant to targets & recommending what messaging should appear on various creative elements.
- Staying aware with in-market competitive campaigns, messaging, and creative to inform creative development and decision-making.
- Working closely with media team & agency to develop strategic testing for creative and track messaging placements and relevant data to help drive future creative decisions.
- Providing support for day-to-day execution of multi-channel communications to existing customer base which include Email, SMS, Push, DM and digital .com tactics.
- Crafting & delivering actionable recommendations to senior leadership through data-driven analysis and visualization for executive decision-making.
- Collaborating with cross-functional teams ensuring deadlines are met and issues are effectively resolved ensuring quality assets are delivered
- Ensuring creative stays within brand, channel, legal & compliance guidelines
- Brands: SIMPLERMobile, NET10, PagePlus, Tracfone, Total by Verizon, WFM, Straight Talk, GoSmart.
- 2022: Deployed 100+ campaigns; 450+ communications across all Brands
- 2023: Deployed 150+ campaigns; 500+ communications across all Brands

Visibility Specialist, DVMelite

Jan 2020 – Mar 2022 (2yrs, 3mos)

- Front-end web design and development.
- Oversee and coordinate all content of client's digital web platform ensuring that web content supports overarching marketing and communications goals.
- Responsibilities include weekly client meetings to manage website builds and serving as client liaison assigning tasks to copywriters, design, production and development teams, consulting with clients on creative, marketing and technical aspects of their websites including: SEO, marketing, user experience, functionality, photography, managing domain and emails systems transfers on behalf of clients, managing schedules and deadlines.
- Industries include Veterinary, Chiropractic, Dental, Optometry

Executive Assistant, Global Non-Profit Organization

Nov 2009 – Jul 2018 (8yrs, 9mos)

- Senior Project Manager for strategic initiatives related to senior level executives.
- Event planner for conferences, retreats, and other executive events.
- Media liaison for senior level executives.
- Volunteer recruitment, training, and development.

Media Planner/Buyer, Beber Silverstein Group

Feb 2002 – Nov 2009 (7yrs, 10mos)

- Research and develop comprehensive media strategies reflecting client objectives.
- Plan, organize, implement, and control day-to-day media processes within department.
- Negotiate rates, contracts, and added value from media vendors.
- Manage media plans, flowcharts, and budgets.
- Evaluate post-buy analysis and secured “make goods” when necessary.
- Industries include Hotel & Tourism, Window & Door, Energy, and Rent-A-Car.

Director of Sales and Operations, Dealer Trade News

Sep 1999 – Feb 2002 (2yrs, 6mos)

- New business development.
- Supervise account activity on \$15,000+ client billings.
- Spokesperson at national and in-state trade shows.
- Manage creative development and production of print advertisement for all clients.