



Ann Marie Somrah

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 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

Work Experience:

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 GTM campaigns.
- 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 & issues are effectively resolved ensuring assets are delivered
- Ensuring creative stays within brand, channel, legal & compliance guidelines

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, Potential Church

Nov 2009 – Jul 2018 (8yrs, 9mos)

- Managed the development and implementation of corporate communications tied to re-branding
- Developed & executed communication plans to support organizational change of management initiatives & organizational transitions.
- Fostered a culture of open communication and built employee buy-in for strategic initiatives.
- Planned and executed high-profile events and retreats for senior executives ensuring seamless logistics.
- Managed project portfolios for strategic initiatives, collaborating with senior leadership to achieve key objectives.
- Coordinated conference calls and meetings, facilitating effective communication and information exchange between executives.
- Recruited, led, and mentored a team of volunteers fostering a collaborative environment while effectively delegating tasks and responsibilities to support corporate initiatives and events.
- Served as a trusted media liaison for senior executives, managing media inquiries and crafting strategic messaging.
- Maintained highly confidential executive files and financial records, ensuring accuracy and adherence to data security protocols.
- Provided exceptional travel concierge services for senior executives planning domestic and international trips.
- Missions & Community Development Volunteer

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 & added value from media vendors. Evaluate post-buy analysis and secured “make goods” when needed.
- Manage and maintain media plans, flowcharts, and budgets.
- Assist Broadcast Media Manager in daily operations of broadcast media buying.
- 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.