



Ann Marie Somrah

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 www.SeeAnnWork.com

Skills:

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

Education:

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

Work Experience:

Creative Services Manager, Verizon

Mar 2022 – June 2024 (2yrs, 4mths)

- Translate GTM strategy into actionable initiatives. Develop creative briefs for creative work in partnership with marketing strategy, commercial, and insights team. Leading and presenting creative briefs to advertising agency and following up on projects.
- Work with advertising agency to deliver creative content and assets for all Verizon Value brands & optimize advertising campaigns to market that reflect an 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 which include Email, SMS, Push, DM & digital .com tactics.
- Staying aware with in-market competitive campaigns, messaging, and creative to inform creative development and decision-making.
- Keen understanding of creative & campaign development process starting from strategy, development, execution & measurement.
- Work closely with teams to develop testing for creative & track messaging placements & data to help drive future creative decisions.
- Providing day-to-day support for communications going to customer base which include Email, SMS, Push, DM & digital .com tactics.
- Crafting & delivering actionable recommendations to leadership through data-driven analysis for effective decision-making.
- Collaborating with cross-functional teams including copywriters, designers, production & development ensuring deadlines are met & issues are resolved ensuring quality assets are delivered.
- Ensuring creative stays within brand, channel, legal & compliance guidelines.
- Working efficiently through high volume while meeting tight deadlines
- Brands: Tracfone, Straight Talk, Total by Verizon, Walmart Family Mobile, SIMPLERMobile, NET10, PagePlus, GoSmart, Safelink.
- Multi-brand: Affordable Connectivity Program (ACP), B2B Migrations, Rewards.
- 2022: Deployed 100+ campaigns; 450+ communications. 2023: Deployed 150+ campaigns; 500+ communications.

Visibility Specialist, DVMelite

Jan 2020 – Mar 2022 (2yrs, 3mths)

- Manage post-sales handoff client relationship, overseeing and coordinating all content of client's digital web platform ensuring that website content supports overarching marketing & communications goals.
- Weekly client meetings to manage new website builds. Weekly meetings include consulting with practices on creative, marketing and technical aspects of website: SEO, UX design, competitive audit, functionality, and photography, managing transfer of domain and email systems.
- Assigning tasks to internal teams including copywriters, designers, production and development & following up to ensure client requests are met and quality assets are delivered on time.
- Industries: Veterinary, Dentistry, Chiropractic, Optometry. Published 134 websites.

Executive Assistant/Board Secretary, Potential Church

Nov 2009 – Jul 2018 (8yrs, 9mths)

- Managed the development & implementation of corporate communications tied to church re-branding.
- Content creator for social media channels to maximize church visibility, reach and audience growth.
- Developed & executed communication plans to support organizational management change initiatives & organizational transitions.
- Fostered a culture of open communication and built employee and volunteer buy-in for strategic initiatives.
- Planned & executed high-profile domestic and international events & retreats for executives ensuring seamless logistics.
- Recruited, led, and mentored volunteer teams fostering a collaborative environment while effectively delegating tasks and responsibilities to support corporate initiatives and events. Brand Manager & Content Strategist for Glam Team (volunteer group of Hair & Makeup Artists)
- 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 non-profit audit protocols.

Media Planner/Buyer, Beber Silverstein Group

Feb 2002 – Nov 2009 (7yrs, 10mths)

- Develop media strategies and POV's.
- Day-to-day maintenance of accounts (billing issues, budget reports/revisions, flowchart updating, insertion orders, buy specifications etc.)
- Maintain detailed and accurate records and verify media ran as purchased.
- Monitor media agreements and contracts. Evaluate post-buy analysis and secured "make goods" when necessary.
- Utilize research tools for audience insights and competitive analysis. Manage administration of plans and reporting of campaign performance. Working with internal team and outside media group, applying media solutions to overall client objectives.
- Budget management, plan optimization, media analytics and reporting for media plans.
- Establish and maintain relationships with internal/external customers, as well as vendor partners.
- Clients: FPL, Ocean Club Resorts, Palm Beach CVB, Hertz, Costa Cruises, PGT Windows.