

Valerie Marie Herrero

Miami, FL 33155



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Marketing Consultant/Manager

- **Successful marketing professional with extensive experience leading corporate marketing and communications for multimillion-dollar companies across diverse industries.**
 - **Conceptualize, develop and execute marketing campaigns utilizing the full complement of marketing vehicles (ie Digital, Print, Social) that build memorable brands.**
 - **Develop superior content development for sales-driving collateral along with impactful websites to drive positive response rates. Also develop and execute successful product launches.**
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| <ul style="list-style-type: none">• Direct Email Campaigns• Graphic Design• Campaign Planning and Execution• Event Management/Trade Shows• Digital Marketing• Web & Print Content Development | <ul style="list-style-type: none">• Promotional Campaigns• New Product Launches• Client Relations• On-line Promotions• Product Positioning & Brand Awareness• Strategic Partnerships-Alliances |
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Valerie's Marketing & Design - Miami, FL 2014 – Present

Marketing Consultant

Wide variety of superior quality work to help clients create a versatile and cost effective direct marketing solution targeted to their business market.

Accomplishments

- Partners with internal marketing teams to ensure consistency of messaging across traditional and digital marketing channels.
- Performing evaluation and development of marketing tools for the purposes of the client.
- Discussing with clients and giving them advice about market strategies and other plans.
- Work with internal marketing partners to determine the most effective channel mix by audience for each campaign.
- Meet with clients to establish a vision for a product or design from flyers, website, and more.
- Enhancing the product and process awareness within the organization.

Swiss Chalet Fine Foods, a Division of Atalanta Corporation - Miami, FL 2014 – 2019

Marketing Manager

Manage corporate marketing and communication functions of a entrepreneurial specialty company. Direct brand management, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

Accomplishments

- Developed and launched an eCommerce website for B2B and B2C improving communication flow and adding an effective sales tool for the sales reps and customers leading to increased sales.
- Created social media campaign featuring Chef dishes and Suppliers products, which resulted in growth in followers and likes along with increased traffic to the company website.
- Developed marketing and branding objectives on company Europa private label products which led to consistent communication to their everyday customers and end users.
- Directed and transformed overall strategy, market intelligence, and research as well as customer-centric activities that optimized the chocolate portfolio for consumers.
- Designed and deployed targeted direct marketing campaigns across print, direct eblast mail and web networks, improving the ROI for their pastry tart shell product line.
- Conducted regional sales and marketing trainings producing nationally recognized top performers.

National Deli, LLC - Miami, FL 2008 – 2014

Sales/Marketing Manager

Acted as main Marketing lead for the CEO, VP of Sales and Marketing, brokers and sales team. Worked with vendors, distributors to ensure a global presence. Managed Ad agencies on brand communication and also managed sponsor relationships across numerous partners.

Accomplishments

- Developed and fostered relationships with key distributor clients such as Sysco, US Foods and their sales associates promoting the growth of the products.
- Built strong relationships with agencies to ensure a unified brand image and message throughout advertising, interactive, direct marketing, packaging and promotional efforts.
- Created partnerships with different sponsors such as The Miami HEAT, Madison Square Garden, Atlanta Braves, which led to cross-promotional opportunities that resulted in increased brand awareness.
- Developed social media strategy to define programs to increase visibility and manage social media programs.
- Ensured strategic marketing plans completed in a timely and accurate basis, including:
Brand reviews/analyses, budget plans, promotional plans, product packaging and formulation, competitive analyses, and accurate forecasting for new products.

The Keyes Company - Weston, FL 2006 – 2008

Marketing Manager

Oversee advertising and assisted the Real Estate Managers and Associates with all marketing activities and promotions.

Accomplishments

- Developed and enhanced the Commercial and Luxury Real Estate Division with the Associates.
- Created individual selling tools customized to each Associate to maximize marketing effectiveness in their area.

Prudential FL WCI Realty - Plantation, FL 2003 – 2005

Regional Marketing Manager – Southeast

Oversee marketing for all offices in the Southeast Region. Interaction with office managers, sales associates, traffic department and administration to develop marketing plans, strategies and programs.

Accomplishments

- Implemented advertising programs for the realtors to increase their listings and sales.
- Analyzed individual office budgets to maximize marketing dollars, ensuring best use of funds.
- Continuous education of sales associates on new marketing tools.

Coldwell Banker formerly Wimbish-Riteway - Miami Beach, FL 1999 – 2003

Marketing Director

Work in conjunction with COO of the company on a daily basis to build effective marketing and sales programs. Coordinated advertisements for the company in local publications.

Accomplishments

- Positioned company's residential brand to complement and leverage renowned reputation in the industrial real estate market through strategic messaging to brokers, media, investors and clients.
- Managed sales and marketing including developing strategic business plans, ensuring overall profitability, revenue growth, maximum market penetration, brand awareness, sell-through, and client satisfaction.
- Reviewed final layouts with designers and production artists; identified ways to enhance property listings.

Education

Florida Southern College, Lakeland, Florida **Bachelor of Science in Art Communications**, May 1997

Accomplished the Dean's List (1996-1997) • Recipient of the John R. Reuter Art Award

Member of the Tennis Team NCAA Division II

