

Marti Malloy

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Summary

Multidisciplinary social media manager and digital marketing expert with 8 years' experience in Marketing, Advertising, Sales, Integrated Marketing Communications, content production, event planning, and strategic planning. Possesses strong communications skills, attention to detail and commitment to surpassing expectations as well as teamwork and leadership qualities. Professional experience supplemented by education in Advertising and Mass Communications with an emphasis on New Media demonstrating a diverse skillset with honed understanding of the current media environment.

Experience

2016-2018

MONTESANO SPINE & SPORT PALM BEACH GARDENS, FL. Social Media & Communications Manager (remote work)

Head of marketing and promotions responsible for conceptualizing and executing a social media campaign in line with the goals and professional strategy of the CEO.

- Design and execute a social media strategy focused on educating followers and potential patients about the services offered by the medical practice.
- Work closely with CEO to develop a communications plan that conveys the benefits of selecting said practice as a health care option when choosing to undergo spinal procedures.
- Develop and implement promotional materials focused on potential patient participation in monthly educational mixers in various locations across the United States.
- Manage social media schedule and engage with followers across Facebook, Twitter and LinkedIn.

2012-Present

ROPEFLEX LLC SANTA CLARA, CA. Sales and Marketing Manager

Lead role in Social Media planning, implementation, moderation to support marketing and sales initiatives.

- Develop high-quality communications materials and messages aligned with company goals, including social media posts, customer satisfaction stories, website content and other marketing materials.
- Work closely with CEO to align communications plan with business goals and strategies to ensure a consistent voice in the marketplace and responded to client's customers on social media channels.
- Develop and drive communications and media relations plans that effectively communicate Ropeflex' products and value to a variety of external audiences and communities to generate external responses and awareness.
- Manage social media by curating and developing digital content while maintaining an up-to-date social media calendar.
- Work closely with CEO to ensure adequate and appropriate messaging and ensure that upcoming events, tradeshow and sales are promoted across social media platforms.
- Work cross-functionally with management, sales and marketing departments to develop content strategy.

2017-Present

MyHealthTeams Inc. San Francisco, CA. Social Media Manager & Digital Marketing Expert

Lead role in Social Media planning, implementation, and moderation to support marketing and sales initiatives for 37 unique chronic illness social networks.

- Develop high-quality communications materials and messages aligned with company goals, including social media posts, customer satisfaction stories, website content and other marketing materials.
- Work closely with SVP of Marketing to align communications plan with business goals and strategies to ensure a consistent voice in the marketplace and responded to client's customers on social media channels.

- Develop and drive communications and media relations plans that effectively communicate MyHealthTeam's products and value to a variety of external audiences and communities to generate external responses and awareness.
- Manage social media by curating and developing digital content while maintaining an up-to-date social media calendar.
- Work closely with marketing and content teams to ensure adequate and appropriate messaging and ensure that live events and content are promoted across 75 different unique social media platforms.
- Work cross-functionally with management, sales, and marketing departments to develop content strategy.
- Work one on one with various national health organizations to create co-promotion initiatives for various marketing channels and live events.

Education

2013-2015 **SAN JOSE STATE UNIVERSITY SAN JOSE, CA.**

Master of Science degree in Mass Communications – New Media focus (Dec 2015)

Final Project Title: *JudoBay-Increasing Awareness and Participation for the Sport of Judo in the Bay Area-A Social Media Campaign and Website.* Additional Coursework included Website and Blog development, Media Law, Adobe Creative Suite, Application Development for mobile devices and Campaigns. Lead role in design, creation, and implementation of iPad application now on display at the Japanese American Museum of History in San Jose, CA. Japan town.

2005-2010 **SAN JOSE STATE UNIVERSITY SAN JOSE, CA** Bachelor of Science degree in Advertising (Honors) – Marketing Concentration (Dec 2010)

Additional activities: Member of university newspaper advertising sales staff, Media Manager for winning team of department campaign contest, Member of Advertising Club.

2008-2010 **SAN JOSE STATE UNIVERSITY SAN JOSE, CA** Minor in Psychology (Dec 2010).

Qualifications MS Office Suite, Intermediate proficiency Adobe InDesign, versed in paid advertising for Facebook and Twitter.
ADDITIONAL WORKS & EXPERIENCE

SAN JOSE STATE UNIVERSITY

-Spartan Daily Newspaper -Access Magazine

EXCELLE SPORTS- Contributing author -<http://www.excellesports.com/news/author/marti-malloy/>

SPORTS BUSINESS JOURNAL- Contributing author -
<http://www.sportsbusinessdaily.com/Journal/Issues/2016/10/24/Opinion/Changing-the-Game-Marti-Malloy.aspx>

THE PLAYERS TRIBUNE- Contributing writer

-<http://www.theplayerstribune.com/marti-malloy-usa-olympics-judo/>

Additional Work Experience

Employer: Japantown Medical Group Manager: Robert Nishime M.D. Location: 280 Jackson St. San Jose CA Phone #: 408-293-5864 Employment Dates: 2009-2012 Occupation: Receptionist

I worked at the front desk of this medical practice where I was responsible for scheduling appointments, taking and relaying messages, sending and receiving medical documents, accepting payments and assisting patients. I am also proficient in the E-Clinical Works medical computer program.

Employer: Yoshihiro Uchida/ San Jose State Judo Team

Manager: Yoshihiro Uchida

Location: Yoshihiro Uchida Hall, One Washington Square San Jose CA. Phone #: 408-298-7551

Employment Dates: 2011-current

Occupation: Assistant Coach

After graduating from SJSU I was hired by the head coach of the SJSU Judo Team Yoshihiro Uchida as an assistant coach. Prior to graduating I was named Captain of the team for three years and maintained many of the same duties such as: leading training sessions, assisting judo students, providing judo expertise and advice, enacting disciplinary measures and raising morale. I was also the first female to ever solely hold that role.

JUDOBAY

My final project for my Master's Degree was an IMC focused on creating awareness and participation for the sport of judo in the Bay Area. I built a website (Judobay.com) and managed a Twitter and Facebook profile for the initiative. It included recruiting more than 20 local bay Area judo clubs into the project and providing a database where people interested in finding a club in their area could learn about the clubs. In three months I was able to gain 87 Twitter followers for the initiative and 408 Facebook followers.

Twitter: <https://twitter.com/JudoBay>

Facebook: <https://www.facebook.com/Judobayarea/?fref=ts>

Website: <http://www.judobay.com/>

Personal Social Media Highlights:

Facebook Judo Athlete Page: <https://www.facebook.com/MartiMalloyJUDO> Followers: 30k

Twitter Page: <https://twitter.com/Martidamus> Followers: ~5k

Website: MartiMalloy.com

Judo Career Resume

COMPETITIONS - MEDAL OVERVIEW				
	G	S	B	
OLYMPIC GAMES	0	0	1	▼
WORLD CHAMPIONSHIPS	0	1	0	▼
CONTINENTAL CHAMPIONSHIPS	4	3	1	▼
IJF WORLD TOUR: MASTERS/GRAND SLAM/GRAND PRIX	3	3	4	▼
WORLD CUPS/CONTINENTAL OPEN	4	2	4	▼
EUROPEAN CUP SENIORS	0	1	0	▼
INTERNATIONAL TOURNAMENTS	5	6	2	▼
NATIONAL CHAMPIONSHIPS SENIORS	5	1	3	▼
NATIONAL CHAMPIONSHIPS JUNIORS	2	1	0	▼

Marti Malloy
Elite Athlete Supporters

1. Leilani Akiyama – meets 10-year rule
2. Angelica Delgado – meets 10-year rule
3. Nina Cutro-Kelly – meets 10-year rule
4. Christal Ransom – meets 10-year rule
5. Nina Seoane-Scheitermaier – meets 10-year rule
6. Colton Brown – meets 10-year rule
7. Nick Kossor – meets 10-year rule
8. Alisha Galles – meets 10-year rule
9. Maria Dhami – meets 10-year rule
10. Anne Suzuki – meets 10-year rule
11. Sara Golden – meets 10-year rule