

Tracey Ordonez

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Core Competencies

7+ years of experience in event management coordination for high profile conferences, U.S. presidential events, project management, organizational branding, social media management, content creation, promotional branding, campaign development, and B2B channel marketing.
(Cvent, Event Marketing Certified)

Skills

|Teams|Oracle |Workfront |Slack| |Smartsheet |Salesforce| Monday.com| PowerBI |Hootsuite| |Google Analytics| Constant Contact/MailChimp | Microsoft Office Suite | Google Suite | Sharepoint | Eventbrite | QuickBooks | Social Media Blog and Website Content Creation | Canva | Adobe Suite| Survey Monkey | Wild Apricot | Wordpress| Webex/Webex Meeting |Zoom|
|Bilingual in English and Spanish|

Professional Experience

Amazon Web Services-Partner Marketing Manager- Remote, USA October 2022-Present

- Research user trends to implement Go-To-Market strategies and consult multiple AWS partners in the (NAMER) region/commercial sector to increase their visibility with AWS.
- Work cross functionally with internal stakeholders including, Product Development Managers/Solutions Architects to execute a joint marketing plan for partners including various marketing activity such as demand generation/lead generation campaigns, social media campaigns, webinars, Marketing in a box campaigns, sales kick-offs to reach quarterly KPIS and targeted sales qualified leads.
- Onboard and train partners on internal platforms/product solutions and provide best practices.
- Manage the partners budget/ marketing dollar funds according to the yearly marketing plan and ensuring 50% of allocated funding is utilized to reach quarterly mid-year KPI goal and ROI target.
- Assist partners in their event planning strategy pre and post event implementing event strategy for tradeshows, roundtables, sales meetings, and webinars.
- Responsible for every aspect of the partner journey securing partner materials/assets, creating project briefs, emails, social media content.
- Consult partners on campaign management, focusing on targeting/segmentation and vertical focuses to increase their revenue and net new opportunities.

bChannels Inc./Veritas Technologies - Remote, USA June 2021-October 2022 **Partner Marketing Manager - (B2B Channel Marketing)**

- Develop and execute partner marketing strategy for various partners, including prioritizing, marketing activities, coordinating execution and managing activities with marketing team/Partner Territory Area Managers.
- Work with partners to discuss quarterly business activity, budget /MDF.
- Collaborate with various internal stakeholders, partner territory area managers, sales team to develop GTM strategies and create pipeline promoting company assets, product releases for the company brand.
- Building/maintaining relationships between various partners/internal stakeholders
- Measuring progress and success of marketing activities, optimizing frequently to ensure delivery of designated KPIs for various marketing partners on a quarterly basis.
- Event Management: Assist in creation/execution for events. Landing pages, registration, social media, Create content and graphics for company monthly newsletter, collaborate with partners to maintain each partner website updated with current bChannels content.
- Supporting Marketing Development Funds (MDF Request) and claims/monitoring ROI for various partners.
- Manage yearly fiscal planning to ensure budgets and resources are allocated to support key Channel Marketing initiatives.

- Overseeing partners' marketing activity reaches the yearly target goal to maintain their designated benefit tier for the year, by presenting new marketing trends to enhance marketing productivity.
- Administer the promotion of marketing packages to partners, enhancing their options to participate in additional marketing activities.
- Keep track of data analytics, metrics on marketing engagement plans, to ensure goals are met for the quarter.
- Consulting partners and sales teams on marketing best-practices to enhance marketing growth varying from drip campaigns, demand generation campaigns, content syndication, SPIFFS, whitepapers.

TLC (non-profit), Irvine, CA

March 2013-June 30, 2020

Marketing & Membership Relations Manager/ Event Management-Coordination/Project Management

- Executed all elements of high-profile conferences, summits and private **U.S. Presidential, events.** tradeshows including: registration, exhibit booth, receptions guest lists on and off site, table seating, transportation, preparing invitations, vendor management.
- Implemented ideas for giveaways and event swag. Coordinated all event strategy calls and presentations for events.
- Provided on-site support with guest/corporate sponsors, internal venue team, events team, audio visual team.
- Social media engagement :Pre and post event promotion engaging members and external audience increasing awareness of event.
- Coordinated venue, run of show and agenda day of event.
- Strategized with writers and graphic artists to produce marketing materials including (Signage, digital signage, press kits, press releases, brochures and sponsorship materials).
- Produced marketing materials to corporate sponsors, prepared digital email blast newsletters and social media content creation for Corporate sponsors.
- Prepared graphic ads for the organization's conference program booklets and external events.
- Responsible for management, creation and upkeep of organization's website, blogs, and social media platforms. (posting and creating content on various platforms 3-4 times a week).
- Proofread and edited all correspondence, marketing material, newsletters and social media post prior to sending/ distributing to high-level corporate sponsors and the organization's members.
- Primary point of contact with the organization's small-business membership and corporate partners, providing updates on the organizations monthly initiatives.
- Managed C-Suite level executives day-to-day activities, including an extensive complex calendar, prepared additional travel logistics as needed, joined meetings with CEO and provided necessary follow-up per CEO's request. Production of briefing materials and correspondence, scheduling media interviews and preparation of presentations for meetings.
- Maintained organizations business accounts supply and inventory including: records and file management, storage, high volume database, website domains, office supplies and archives. Executed and distributed the Board of Director's Minutes.
- Created and coordinated in office filing/electronic filing systems and all office program accounts.
- Recruited, trained and managed office interns/administrative staff.

Education

BA Degree in Communications/Public Relations | California State University, Fullerton
AS Degree in Paralegal Studies | Corporation Specialty | Mt. San Antonio College