



# LIZ PERRY

C-Level Marketing Director

INNOVATION | LEADERSHIP | NEW BUSINESS DEVELOPMENT

## A LITTLE ABOUT ME

I have enjoyed more than 15 years' of helping enterprise brands, non-profits, and start-ups create and execute data-driven marketing strategies that attract qualified customers and lead them through a path to conversion.

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## EDUCATION & COURSES

MSOD: Master of Science in  
Organization Development, Friends University

BA Psychology, University of Kansas

Demand Gen Masterclass, MarketingProfs, 2021

SEO Masterclass, Mainstreet ROI, 2019

Spanish Immersion School, 225 Hours 2015  
Quetzaltenango, Guatemala

CrossFit Level 1 Trainer, Mexico, 2020

RYT-200 Yoga Teacher, USA

## EXPERTISE

Leadership  
Business Development  
Coaching & Training  
Demand Generation  
Search Engine Optimization (SEO)  
Onsite • Offsite • Technical  
Website User Experience (UXD)

References Upon Request

## Work History

**Marketing Director** | ILUMINAR Lighting, China, USA, Canada  
May 2019 - Present

My role includes holistic oversight of the corporate marketing strategy, working directly with the CEO and COO. I built the marketing team from 2 to 9+ internal and external marketing professionals. I lead the marketing team from creative direction to implementation and reporting across various platforms and media, both online and offline.

- Work hand-in-hand with the CEO and COO to exponentially grow the online sales and traffic.
- Created and implemented first website shop, generating over \$34,000 in sales in the first 6 months and double that in the following year - far exceeding expectations.
- Generated lead magnets and initiated gated content to boost leads by 500%
- Drove traffic to more than double the on-site page views
- Through strategic content creation, we raised the on-page duration to 4:00 per visit
- Improved on-site and off-site SEO to drive 533% more site traffic in less than 2 years
- Created and implemented a tiered Influencer program
- Redesigned product packaging
- Designed in-store displays and created guidelines for product merchandising

**Marketing & SEO Specialist** | Bahía CrossFit, Puerto Vallarta, Mexico  
October 2017 - August 2021

At Bahía, my goal was to gain SERP positioning for keywords searched by international travelers to pre-sell drop-in classes online.

- Redesigned bahiacrossfit.com as well as re-imagined the guiding marketing strategy for traffic and lead generation to target tourists planning their vacation to Puerto Vallarta who want to work out at a reputable CrossFit gym with highly qualified bilingual coaches.
- Within 5 months, I achieved the primary goal of ranking #1 in Google in the United States
- I created and implemented an onsite, technical and off-site SEO strategy that not only ranked #1 on Google, but successfully dominated Google's first page, claiming six of ten total listings for "CrossFit in Puerto Vallarta" using various media platforms.
- Created a marketing funnel to drive qualified lead generation through a combination of buying-intent and research-intent keywords
- Launched the online store to collect membership registrations prior to arriving in Puerto Vallarta generating over \$1,000 / year in pre-booked classes.
- Designed and executed a digital marketing campaign to drive followers on Instagram through a first-ever giveaway of a \$1,000 CrossFit Level 1 Certification Course using a variety of Mexican and American CrossFit Influencers.

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## RECOMMENDATIONS

“ Liz’s dedication, enthusiasm, involvement and results took our website to the next level. Her advice and expertise helped position our page as #1 in many categories in international search rankings. I cannot help but thank Liz for her support.  
- Saul Bustamante, Bahía CrossFit

“ Liz has a high level of productivity and has taken on every task with a positive energy and very keen eye for details. She is proactive and well-organized.  
- Malú Farell, Be Owner

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## Work History, continued

**Marketing Manager | Account Manager** | AXOVIA Marketing  
February 2018 - May 2019

At AXOVIA, I was in charge of the on-site and technical SEO for our luxury hotel clients throughout Central America and St Barts. After a promotion to Marketing Manager, I led a team of 7 designers, working collaboratively with 10+ onsite and remote programmers to drive traffic and generate qualified leads.

**Clients:** Almar Resort, Le Barthélemy, Best Western Mexico, The Villa Group  
**Previously held positions:** Content Creator

**PR & Content Marketing** | The Adventures Group, Mexico  
April 2016 - February 2018

In my role at the Adventures Group, I worked alongside the tourism board as well as international PR firms, VIPs, customers, influencers and bloggers to promote the brand and present the best face in front of various global media.

- On-site and technical SEO to drive traffic and increase positioning
- Design, copy, and planning of B2B and B2C marketing campaigns.

**Clients:** Top Chef Mexico, Bachelor in Paradise

**Promotions Coordinator** | QuikTrip Corporation, Kansas  
July 2013 - December 2015

- Played a key role in launching new products and corporate initiatives through various local media outlets
- Nurtured business contacts in the community

**Previously held positions:** Assistant Store Manager, District Trainer

**Communications Director** | Eastside Community, Kansas  
April 2007 - July 2013

At Eastside, I was hired as the Office Manager. In my first year, I effectively cut office spending by 24.6% and recruited a team of 15 volunteers to assist in my position. I immediately moved to the marketing role of Communications Director where I oversaw all print and visuals, maintained the website eastsidecommunity.com and built the strategy for social media marketing and campaigns.

- Decreased administrative costs by over \$35,000 annually

**Previously held positions:** Office Manager

Liz is incredibly driven, organized, and detail-oriented as well as passionate about the work she is doing.

- Jennifer White, ICT SOS

It is a pleasure to recommend Liz for a position in your organization. She is serious about both work and studies. She's a quick learner, engages totally in whatever task she takes, a conscientious participant in activities and all-around asset to the team.

- Dr. Brenda Cain, Professor Emeritus

Interacting with Liz, both during her program as well as knowing her as a professional colleague, I would consider her to be emotionally mature and empathetic. She has a very energetic demeanor, brought intellectual curiosity to the classroom and was engaging and articulate in her ideas and questions.

- Dr. Jim Maddox, MSOD, Mentor

## Work History, continued

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**General Manager** | Cost Plus World Market, Kansas

May 2004 - April 2007

As my first position out of college, I was the 3rd youngest General Manager in a company of 330 stores nationwide. I managed, developed and coached a staff of 20+ talented individuals and loved every minute of it.

- Increased sales to budget by 20.8%
- Lowered payroll spending by \$14,057
- Attended trainings on brand management & 360 degree reviews delivery
- Lowered OSHA incident rate by 31.99 points
- Maintained a -0.82% shrink, ranked 8th in the nation of 330 stores
- Maintained a 96.9% secret shopper rating, ranked 8th in the nation
- 1st in the nation in coffee sales to budget in 2005
- Opened and set 5 stores for the company
- Interviewed, hired, and trained store employees
- Delivered 360 degree annual reviews

Previously Held Roles: Assistant Store Manager

## VOLUNTEERISM

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**Marketing & Event Director** | Race 4 Freedom

- Public Relations and Brand Manager creating effective PR strategies both online and offline
- Copywriter and Digital Advertiser creating and implementing PR and digital media campaign calendars
- Business Model Creation for segmented customer groups over various online and offline platforms
- Recruiter and Leader for the Executive Team, overseeing monthly strategy and board meetings
- Raised over \$100,000 for local charities with over 900 participants annually
- Graphic Design, logo creation and global branding

## TOOLS

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SEMRush, Adobe Creative Suite, Google Analytics, Facebook, Instagram, Photoshop, InDesign, Illustrator, GSuite, Google Ad Manager, Microsoft Office, Word, Excel, PowerPoint, Keynote, HTML, Mailchimp, Constant Contact, Cision, Slack, Wrike, Odoo, Bitrix

## VALUES

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- Human-Centered Design
- User Experience Design
- Every Person is an Asset
- Continuous Education
- Data-Driven Marketing

## STRENGTHS FINDER

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- Achiever
- Activator
- Learner
- Restorative
- Input