SONJA GESSLING

[www.sonjagessling.com](http://www.sonjagessling.com) | 925-788-6834  |  [www.linkedin.com/in/sonjakg](http://www.linkedin.com/in/sonjakg) | sonjakg@gmail.com

Innovative, creative, and data-driven marketing professional with a proven track-record of building and executing successful integrated marketing campaigns to bring a brand’s competitive positioning to life.

# EDUCATION

## MASTERS BUSINESS ADMINISTRATION (MBA) | BOSTON UNIVERSITY | 2012

* Concentration in Marketing and Strategy, Six Sigma – Green Belt Certified

## BACHELOR OF arts | university of california, santa barbarA | 2007

* Major: Business Economics, Minor: Professional Business Writing

**EXPERIENCE**

## MARKETING MANAGER | GOLDEN GATE SOTHEBY’S INTERNATIONAL REALTY | NOV 2020 - pRESENT

* Successfully led the implementation of new company-wide technology, through internal and external marketing content: technical documentation, whitepapers, training webinars, social and email campaigns, resulting in greater efficiencies in project management, improved recruiting KPIs, and more effective training programs.
* Built first of its kind PowerBI reporting dashboard for the company to track and measure marketing initiatives across channels and presented insights to executive teams, informing future strategies and budget allocation.
* Provide subject matter expertise in CRM and marketing automation software, elevating the company’s digital marketing strategy using data, market segmentation, and personalization to optimize lead generation
* Define strategies and oversee development of marketing content and branding for major luxury real estate projects, including advertising, social media, PR, email and graphic design and more, evangelizing agents

## Digital marketing manager | mission linen supply | jun 2019 – Oct 2020

* Defined messaging and planned go-to-market strategies for new product launches, owning the digital communication plan while managing creative teams and cross-functional integration with IT and Internal Sales teams
* Managed PPC, SEO, email, website, and social media marketing strategy with agency oversight, consistently increasing lead generation across channels 20% year over year
* Designed, wrote and edited marketing collateral including videos, webinars, website content, training materials and more, successfully understanding the requirements of different audiences and tailoring communications to each delivery channel

## marketing specialist | mission linen supply | jan 2016 – MAY 2019

* Assisted in content creation and analyzed marketing efforts by testing, tracking, and measuring campaign components across channels, providing actionable insights based on data and presenting findings to Executive teams

## CONSULTING ASSOCIATE | SMITHGEIGER, LLC | JUNE 2013- JUNE 2014

* Supporting the CEO and Director of Media Strategies, advised media companies on strategies to develop programming, build awareness, and grow their brands over time based on the results of research.

## BUSINESS ANALYST, new product planning (MBA Intern) | bose | June 2011 – dec 2011

* Published a Technology Assessment Whitepaper, including an assessment of an emerging technology and analysis of future customer requirements
* Conducted primary and secondary research in the consumer electronics industry to inform senior directors on market trends and consumer insights

## MEDIA RESEARCH ASSOCIATE | SMITHGEIGER, LLC | June 2007 – JUNE 2010

* Applied statistical analysis to quantitative market data in areas of Competitive Analysis and Brand Tracking, converting research into action-oriented recommendations for implementation.

# SKILLS

Microsoft Office Suite | Microsoft Dynamics 365 | Adobe Creative Suite | Cloze CRM | ActivePipe Email Automation | HootSuite & Social Pilot | ClickDimensions Marketing Automation Software | Monday.com and more