



GRACE WOODS

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About Me

I'm a multi-media strategist, message crafter, doer and evangelist with a knack for creating and inspiring external and internal brand ambassadors. I'm a Bay Area native with a fast, fun and flexible work ethic.

I see myself working in-house for an innovative tech brand that helps people connect, conduct business and build what they envision.

Technology

-  PC
-  Mac OS
-  MS Office Suite
-  InDesign
-  PhotoShop
-  Illustrator
-  Wordpress, HTML
-  Email platforms
-  Salesforce
-  Hubspot, SEO, SEM
-  Hootsuite, Radian6
-  Cision
-  Omniture, GA

Experience

Marketing Manager - Integrated Campaigns

Salesforce.com Corporate Marketing Team, 9/13 - Current

- Develop and execute marketing campaigns aimed at building brand equity for industry verticals
- Work with creative, sales and product leads to conduct analyses on and integrate campaigns, identify program ROI and assess effectiveness by channel, offer type, and target segment
- Direct creation and/or create new messaging and collateral (webpages, eBooks, videos, demos, media buys etc) for campaigns, Dreamforce, our own invented summits as well as 3rd party events
- Plan and manage marketing budgets for entire industries

Principal Marketing Consultant

Grace Woods Communications, San Francisco Bay Area, 4/10- Current

- Lead marketing strategy for range of clients, including web platform Ajent.com, mobile app Prompt.ly, PR agency Charles Communications, nonprofit National Council on Crime and Delinquency, brewery SakéOne, restaurant SP2 and many more

Director of Communications and Marketing

The Bay School of San Francisco, 6/12 - 3/13

- Defined and oversaw marketing strategies of new high school that quadrupled number of applicants and increased enrolled families's engagement by 10 percent
- Tripled brand awareness performance indicators (web traffic, Klout score etc.)
- Spearheaded creation and production of all print and digital materials, including video
- Overhauled and managed online presence, including websites, blog and social media
- Used analytics, surveys and focus groups to inform marketing campaigns
- Envisioned, managed and collaborated with leadership to produce mission-consistent internal and external communications and marketing campaigns
- Secured media placements with Today Show, US News & World Report, ed listservs
- Managed and hired communications and marketing staff, print and event vendors

Communications Officer

Para Los Niños in Los Angeles, 9/11- 6/12

- Same as above, but also promoted cause to corporate sponsors and elected officials
- Secured media placements with NPR and honors with Latino Business Awards
- Marketed and scripted events, including fundraiser garnering \$800,000

Marketing Coordinator

Artisan Partners in San Francisco, 5/07-7/09

- Prepared marketing materials and earnings reports for prospective investors
- Researched and managed database and filing system for hundreds of companies

Touring Musician and Band Manager

United States, 8/05-12/11

- Produced and marketed four albums with one band; lived off constant national touring
- Managed monthly events for West Coast Songwriters Assoc. (Hollywood, Bay Area)

Teacher - Foreign Language and Literacy

Pleasant Hill Middle School, 8/04-8/05

- Taught four different levels of Spanish and French to 200 students

Education

UCLA

B.A. in English (6/04)

- NCAA champion in waterpolo
- Achieved Spanish fluency

USF

M.B.A. (12/09)

- 3.9, Beta Gamma Sigma
- National Business Plan Competition - USF Rep
- Paid researcher and TA