

Leigh Michele Trimaldi

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Portfolio: <https://bit.ly/leighsportfolio>



SUMMARY

Senior Marketing Professional | Chief Heart Officer | Brand Builder | People Motivator | Event Planner | Social Engagement Professional
Strategic thinker with expertise at analyzing, planning, and implementing business initiatives to support and accomplish corporate goals and sales objectives. Creative risk-taker and problem solver who champions new ideas with a strict focus on bottom-line results. Incisive ability to make tough business decisions to transform organizations with forward-thinking strategies. Demonstrates a high level of in-depth knowledge of products with a keen understanding of competitor technologies. Excels by blending classical and digital marketing skills and technology to achieve a competitive edge.

KEY ACCOMPLISHMENTS

- Orchestrated Marketing and Event Planning for Division events. Managed all aspects of event planning from securing the venue to designing marketing materials and advertising and on-site management and hosting the events.
- Designed and produced packaging and marketing material for products marketed on a national level.
- Creation of comprehensive training presentations and social posts used nationally.
- Boosted social growth by 500% in six months across multiple platforms
- Produced lead generation and professional networking resulting in increased revenue and brand awareness and loyalty.
- Effectively managed and oversaw budgets. Audited and identified misappropriation of funds resulting in annual savings of \$250K.

KEY SKILLS

- ✓ Social Media Engagement and Influence (10+ yrs.)
- ✓ Event Planning
- ✓ SEO/SEM Marketing (8 yrs.)
- ✓ Public Speaking (10+ yrs.)
- ✓ Copy & Creative Writing (10+ yrs.)
- ✓ Graphic Design (10+ yrs.)
- ✓ e-Commerce Solutions (10 yrs.)
- ✓ Web Design (10+ yrs.)
- ✓ Budgeting (10+ yrs.)
- ✓ Analytic Skills (10+ yrs.)
- ✓ Contract Negotiation (10+ yrs.)
- ✓ Team Building & Motivation (10+ yrs.)
- ✓ Corporate Training (10+ yrs.)
- ✓ Critical Thinking (10+ yrs.)

TECHNICAL ABILITIES

- ✓ Adobe Creative Cloud / Canva / GIMP (10+ yrs.)
- ✓ Salesforce (4 yrs.)
- ✓ Pipedrive (6 yrs.)
- ✓ HubSpot (10+ yrs.)
- ✓ HootSuite (10+ yrs.)
- ✓ Office (10+ yrs.)
- ✓ Google Analytics (4 yrs.)
- ✓ Linear (2 yrs.)
- ✓ Asana (8 yrs.)
- ✓ Monday (3 yrs.)
- ✓ Trello (8 yrs.)
- ✓ Fusion (Beginner)
- ✓ Insightly (3 yrs.)
- ✓ Act! (7 yrs.)

EXPERIENCE

Digital Rain Records — Marketing Director

Marketing and Entertainment Company

May 2018 - April 2024

(Contract position)

- Created Social Media content for Facebook, X, Instagram, Youtube, Tiktok and LinkedIn resulting in 700% growth
- Produced videos for social media and graphic designs for web and social media platforms increasing engagement 400%.
- Implemented HubZone and WOSB certification process in alignment with getting GSA schedules
- Trained coached and mentored Client Services and Sales teams
- Implemented agile workflows simplifying interaction between marketing and dev teams resulting in increased efficiency for both teams.
- Formulated data and financial analytics in conjunction with daily financial reporting and forecasting providing stakeholders with sales trending and the ability for material requirements planning and inventory management.
- Modeled B2C client interaction and engagement best practices resulting in increased brand loyalty.
- Created company culture leadership mentor program (Chief Heart Officer)
- Managed Trade Show and Event logistics including registrations, staff logistics & training, booth design and procurement, creation of marketing collateral; on-site attendance, meet and greets, lead generation and follow-up strategies.
- Resolved conflicts internally and externally

ARC Healthcare, Worthington, OH — Chief Marketing Officer

Healthcare SaaS provider and Staffing agency

February 2022 - October 2022

(Job elimination due to budget cuts)

- Developed digital marketing strategies for B2B and B2G audiences including web design, social media, and e-mail marketing campaigns resulting in an increased market share.
- Art Direction and creative for print and virtual marketing collateral including trade show booth design, swag, and t-shirt designs increasing brand awareness.
- Created and managed CHIRP Staffing a new company division providing administrative and financial staffing resources.
- Successfully managed and drafted RFPs and grants for B2B and B2G proposals including GSA bids.
- Demonstrated team building / Company culture leadership mentor (Chief Heart Officer)

Metro One Loss Prevention Security Group, Staten Island, NY — Marketing Specialist

November 2020 - February 2022

Physical security and guarding company

- Art Direction and digital marketing strategies for web design, social media, e-mail focused on increasing brand awareness.
- Successfully managed and drafted RFPs for B2B proposals over \$10,000,000.
- Established community engagement and outreach programs for local communities increasing brand loyalty and employee retention.
- Examined and analyzed potential civil unrest / environmental disasters deployed internally and distributed to clients to enable their preparation, establishing Metro One as an expert and providing VAS to clients.

American Cylinder Exchange, W. Palm Beach, FL — National Sales, Marketing, & IT Manager

March 2018 - June 2022

Propane Franchise providing commercial and residential (AZ only) service nationally

(November 2020 - June 2022 as a Contractor)

- Successfully created individually branded and targeted digital marketing strategies including web design, social media, and e-mail marketing campaigns for multiple franchises.
- Streamlined the CRM (Pipedrive & Salesforce) process freeing up sales team's time leading to sales increase.
- Created training programs (on-site and virtual) for ARS system resulting in increased efficiency by admin team members nationally

Law Offices of David P. Ginzberg, Lantana, FL — Marketing Manager

January 2017 - February 2018

Personal Injury law firm

(Attorney closed FL offices and retired to Canada)

- Established digital marketing strategies including web design, social media, and e-mail marketing campaigns.
- Devised marketing strategy for identifying areas of opportunity with focus on event planning.
- Developed organic marketing campaigns utilizing Facebook Live and forums leading to an increase of 8% in vetted client intakes.
- Established community outreach in conjunction with Pro Bono work.

Avon Products / New Avon, LLC, New York, NY — District Marketing Manager

April 2011 - February 2017

Cosmetic Retailer

(Tiered National layoff of all field managers)

- Achieved the highest retention (orders and active representatives) in the region for 52 consecutive campaigns.
- Developed and trained leaders and top-selling representatives in team building, leadership, and company culture building.
- Revitalized the recruiting and training process by establishing the "Appointment Bible", a recruiting tool used nationally when onboarding new representatives. This tool led to a 25% increase in retention and a sales increase of 17% on average.
- Devised robust field events strategies with high energy toward recruiting representatives & sales leaders leveraging the use of alliances, experts, partnerships, and social media. Strategies lead to an increase of 18% in new recruits.

Dolling's Appliance & Refrigeration, West Palm Beach, FL — Bookkeeper / Marketing

April 2008 - May 2013

Appliance repair company certified for high-end brands (Wolfe, SubZero)

- Prepared monthly financials, quarterly sales tax reporting, and daily accounts receivables
- Established digital marketing strategies including web design and social media
- Performed cash reconciliation, monthly credit card, bank reconciliation, Month and Year end close.
- Created the "Ask Sam" program allowing community interaction with the company founder ask questions and receive repair advice leading to an 8% increase in customer loyalty and a 2% increase in new customers.

EDUCATION

Palm Beach State College – Lake Worth, FL (96 credit hours transferred)

Music / Musical Theatre / Theatre Management

Gold Coast Professional Schools – Boca Raton, FL

Life, Health, and Variable Annuities Certification

Rochville University – New York, NY

Doctorate - Business Administration & Marketing

Masters – General Law

Bachelor – Theatre Management

Compliance Solutions – Denver, CO

Emergency Management Planning - Specialist

Haz-Mat / IATA Certification

Shaw Academy – Dublin, Ireland

Social Media Certification

CONTINUING EDUCATION

Coursera – Mountain View, CA

Google Project Management Specialization

Capstone: Applying Project Management in the Real World

Google Project Management

Agile Project Management

Project Execution: Running the Project

CONTINUING EDUCATION (cont.)

Udemy – San Francisco, CA:

Certified Event Planner
Time Management Secrets: 10X Your Productivity In 41 Minutes
Introduction to Lean Six Sigma - Six Sigma Academy Amsterdam
Cyber Security Course For Beginners
Seven Scientifically Proven Steps to Increase Your Influence
Professional Life Coach Accreditation
Therapeutic Art Life Coach Accreditation
Energy-Centered Hypno-Coaching Certification
Certified Spiritual Counselor & Psychology Empath Accreditation
Reiki Level 1, 2, and Master / Teacher Certification
Professional Energy Psychology Coach
Certified Hypnosis - Hypnotherapy Practitioner
Certified Cognitive Behavioral Practitioner
Energy Protection & Boundaries Practitioner Accreditation
Ama Deus Shaman & Sacred Healing Practitioner (Accredited)
Professional Certification in Akashic Records (Accredited)

DSWA Alliance - Kailua, HI:

Coach School Certification - Level 1

Imperial College London (via Coursera) - London, England:

Creative Thinking: Techniques and Tools for Success

U.S. Food & Drug Administration - Washington D.C.:

The FDA Bad Ad Program and Prescription Drug Promotion - Certificate of Completion

Yale University (via Coursera) - New Haven, CT:

Connected Leadership

CERTIFICATIONS

Notary Public, State of Florida - Commission Number: HH-249778 - Expires: 06/2026

Leadership and Team Building Certification - Avon University - Avon Products

Customer Service Certification - Gold Coast Academy

ADDITIONAL COMPETENCIES

Healthcare: HIPAA Compliance

Training: Corporate and Individual levels

IT: Help Desk, Troubleshooting

Leadership: Coaching, Mentoring, Strategizing

Proposals & Grants: Pricing, Writing, Submittal

Contingency Planning: Monitor potential threats, Strategic planning, Organized drills & revisions as necessary

Culture Building: Creating workspaces where employees feel safe, and valued leading to increased retention

Finance: Auditing, A/R, A/P, Budgeting, Forecasting

Project Management: Agile Methodology, Lean Six Sigma, Scrum

Human Resources: Hiring, Onboarding, Employee Relations, Conflict Resolution

Solution Finding: Analytical, Creative Problem Solving

Administrative: Calendars, Travel, Presentations, Office Suite

VOLUNTEER EXPERIENCES

Florida Resource Center for Women and Children

Marketing and Fundraising Consulting

2010 - Present

CRPS Warriors Foundation

Lead Research Assistant / Marketing Assistant

2023 - Present

Florida Basset Rescue

Web design and Marketing

2009-2011

10th Life Sanctuary

Marketing and Sanctuary Help

2002 - 2004