

Juliza Susana Kramer

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WORK SKILLS

- **Marketing** | Social Media Marketing, Relationship Marketing, Traditional Marketing
- **Events** | Event Planning, Event Management
- **Business Development** | Sales Presentations, Sales Strategy, Public Speaking, Media Management
- **Public Relations** | Media Relations, Advertising, Brand Awareness, Corporate Communications, Public Affairs
- **Bilingual** | Fluent in both English and Spanish
- **Microsoft Office** | Word, Publisher, Outlook, PowerPoint, Excel
- **Adobe Creative Cloud** | Final Cut, Audition, Premier

PROFESSIONAL EXPERIENCE

CONSULTANT / SELF | Palm Beach County/DC/ Chicago, FL October 2022 – present

❖ *Marketing, PR, Business Development, Communications Consultant*

- Manage crisis and executive communications
- Develop strategic communications and marketing plans
- Oversee grassroots communications and community engagement
- Lead and attend city council and commissioner meetings on behalf of clients
- Garner community support for new developments
- Foster external relationships with customers, strategic partners, and members of the community

THE HEALTH CARE DISTRICT OF PALM BEACH COUNTY | West Palm Beach, FL March 2021 – October 2022

❖ *Marketing & Branding Manager*

- Managed all community engagement and serve as the face of The Health Care District and all properties under The District, including the Healey Center, Clinics, and Lakeside Medical Center
- Conducted health care industry research to identify emerging needs, trends, and services related to patients and health care industry talent
- Public spoke at community events, chamber events, rotary clubs, networking events and internally to our organization and executive team leadership
- Prepared and managed fiscal year budget for entire department
- Provided independent leadership to identify and recruit top quality clients and partner organizations
- Fostered and created new external relationships with customers, strategic partners, and members of the community
- Designed new and creative marketing initiatives to ensure public exposure, utilizing digital marketing strategies, social media marketing strategies, email blasts, referral programs, social media influencer programs, and ambassadors programs

THE INTERNATIONAL POLO CLUB | Wellington, FL April 2019 – April 2020

❖ *Vice President of Business Development*

- Managed all public relations and served as the face of Equestrian Sports Productions (ESP) and all properties under ESP, including the private Wanderers Club, Winter Equestrian Festival (WEF), and the International Dressage Center
- Conducted international research to identify emerging needs, trends, and services related to clients and members
- Prepared and maintained sensitive records, including financial reports summarizing incoming and outgoing funds
- Provided independent leadership to identify and recruit top quality clients and partner organizations, such as UBS, Jack Nicklaus Foundation, and First Republic Bank
- Fostered external relationships with customers, strategic partners, and members of the community
- Designed new and creative marketing initiatives to ensure public exposure, utilizing email blasts, referral programs, social media influencer programs, and unique invite only events for VIP prospects

SOUTH FLORIDA BUSINESS & WEALTH | Fort Lauderdale, FL October 2018 – April 2019

❖ *Palm Beach Market Director*

- Represented the Magazine throughout the community at multiple chambers of commerce, nonprofit organizations, business groups, charitable events, and government agencies
- Onboarded new clients, created proposals, and executed contracts utilizing CRM software
- Assisted in monitoring company revenue budget, while also developing and closing new client prospects, such as Boca West Country Club, Sisca Construction, and J.P Morgan Chase
- Established partnerships with premier community organizations, such as the Kravis Center and Palm Beach Symphony
- Ensured high quality event production for our VIP prospect events, such as the CEO Connect events at premier venues throughout South Florida (Brightline Station, Boca Raton Bath & Tennis Club, Breakers West)

PALM BEACH NORTH CHAMBER OF COMMERCE | Palm Beach Gardens, FL October 2017 – October 2018

❖ *Director of Membership Development*

- Consistently grew Chamber membership while exceeding new monthly member goals at 110 - 120% every month
- Led all Chamber membership and fundraising efforts from both private business and public sector organizations
- Assisted in developing the annual membership budget, while responsible for monthly revenue goals
- Worked with senior staff to make recommendations to the Board of Directors on programs to attract membership growth, such as the Executive Trustee Program, Chamber-U, Ambassadors Council, and Prosperity Leadership Program
- Advised Mayors, City Councilmen, and other municipal officials on Chamber Programs so they may serve as de facto ambassadors to the small business community and their diverse network of constituents
- Educated strategic partners and valued members in intensive research effort to develop Chamber's Strategic Plan for the Palm Beach North region, while also leading public relations efforts externally
- Rebuilt new membership pipeline and assisted in orientation of Chamber programs & services to attract major members such as Macy's, Velocity Community Credit Union, and Shutts & Bowen Law Firm

THE EDUCATED WEALTH CENTER LLC | West Palm Beach, FL May 2014 – October 2017

❖ *Marketing Director*

- Managed and coordinated advisor workshops and client events
- Managed advisors' calendar and scheduled all new and existing clients
- Created all marketing materials and communications, including creating PowerPoint Presentations for workshops
- Executed new and creative marketing initiatives such as email blasts, referral programs, radio spots and newspaper ads
- Built and maintain client relationships through networking, client events, and client touches
- On boarded new clients
- Developed and documented efforts through a client tracking database closing 96-98% of prospects at each workshop

COACH HOUSE | Wellington, FL January 2013 - May 2014

❖ *Banquet & Special Events Director*

- Propelled monthly inquiries by 100% (10 per month, to 22+ per month) through client networking and research
- Demonstrated outstanding relationship building, follow through, and customer service to grow VetImaging client account by more than 200% and got commitment of three events per month in 2014 (On my start date we only hosted 1 event)
- Increased upsell services by 100% by utilizing probing questions, fact finding customer needs, and suggesting services suitable to clients. (On my start date additional services weren't offered. I created new ways to increase revenue.)
- Hired and managed all vendors, event planners and entertainment for all property functions, with many special events including overseeing 100+ people in addition to full and part time staff.
- Created new proposals, event packages, client contracts, and banquet menus
- Led rebranding campaign from The Players Club to Coach House, including creation of all marketing for property, including our website, flyers, brochures, events and social media (Facebook, Pinterest, and Instagram)

EDUCATION

UNIVERSITY OF FLORIDA | Gainesville FL, Graduated: May 5, 2012

- BA Telecommunications, double minor in Spanish and Communications (GPA: 3.4)

COMMUNITY INVOLVEMENT

- Palm Beach Symphony | Young Friends Chair
- Leadership Business Council Board | Vice Chair
- Palm Beach North Chamber | Young Professionals Council Member
- Palm Beaches Chamber of Commerce | Young Professionals Community Engagement Chair
- Palm Beach Chamber | Young Professionals Council and Committee Chair
- Historical Society of Palm Beach County | Executive Committee
- Norton Museum of Art | Young Friends Executive Council
- Honda Classic | Coutoure Club Member
- Goodwill West Palm Beach Chapter Board | Member
- University of Florida | Student Government | College of Journalism Communications Chair