

Marycathry Villarico
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EXPERIENCE

Account Director, Arcana Academy, Culver City, CA

Jul 2022 - Jun 2024

- Successfully launched “[Destination Restoration](#)” campaign, which now has 28.1M collective views on YouTube
- Successfully launched 2 consecutive years of the KILZ | Behr [Pro Van Contest](#)
- Grew targeted audience engagement by 50%+ YOY for KILZ as their business partner by providing strategic opportunities with their senior leadership
- Day-to-day management with senior-level clients on the KILZ Brand
- Consistently sent 100% of client deliverables on-time, sometimes ahead of schedule. Collaborated internally with strategy, creative, and production teams, from client briefing through creative execution. Supported the creative process through effective communication/direction.
- Lead 2 consecutive years of efforts to curate PowerPoint/Keynote presentations and sizzle reels for client’s executive leadership at their annual Sales Meeting
- Lead all inter-agency teams, resulting in 100% streamlined communications across the board
- Responsible for procuring any new opportunities for New Business

Senior Account Executive, KERN Agency, Woodland Hills, CA

Apr 2019 - Jul 2022

- Supported the agency POV in client communications, built strong relationships with clients/partners, and brought innovative thinking as it pertained to DirecTV/AT&T’s CRM/Email/Direct Mail business
- Managed multiple projects and clients concurrently while maintaining budget, project details, new developments, etc
- Served as the point-person to coordinate across strategy, creative, and print production teams, from client briefing through creative execution

Marketing and Sales Coordinator, Cireon, LLC, Moorpark, CA

Dec 2015 - Mar 2019

- Improved upon existing traveler process by providing increased efficiency and minimized costs while maximizing profits by 15%
- Produced photometric reports from customer-provided data using an application software package, recognized customer application needs, and recommended Cireon solutions. Secured \$1M+ in purchase orders over 6 months as a result of photometric reports I generated and executed.
- Entered purchase orders and maintained/reported all sales activity in an organized, timely manner

Executive Assistant/Marketing Coordinator, Moorpark, CA

Apr 2015 - Dec 2015

Moorpark Center for Dentistry

- Managed social media presence for the practice, coordinated events, curated and implemented strategies to grow patient acquisition
- Managed recruiting and onboarding candidates, communicating with vendors via telephone, fax, in-person, and e-mail. As a result, successfully recruited and onboarded an Associate Dentist
- Maintained records and reports as well as handling day-to-day logistics

Client Services Coordinator, ReviewInc, Calabasas, CA

Apr 2013 - Feb 2015

- Set up new accounts, provided detailed training via telephone and Join.me and answered client queries via telephone and email
- Managed email marketing campaigns, monthly newsletter, and social media accounts such as Facebook, Twitter, and company blog

Customer Service Representative, Signature Flight Support, San Francisco, CA

Apr 2011 - Apr 2013

- Coordinated arrivals/departures for private flights into and out of SFO, including catering, rental cars, hotels, etc
- Handled high-level clientele (including the arrival of Air Force One) into SFO

Disney College Program Internship, Orlando, FL / Anaheim, CA

Jan 2010 - Aug 2010

- Learned skills to further my career both in educational sessions and on-the-job, working a guest-facing role at a Disney Resort hotel and the theme parks

SKILLS

- Skilled in multitasking, taking initiative, adapting to shifts in priorities, as well as learning quickly and efficiently
- Extremely resourceful and highly capable of executing tasks without supervision
- Strong written/verbal communication as well as a high level of attention to detail and organization
- Proficient in Microsoft Office Suite and Google Apps
- Proficient in working on either a PC or Mac device

EDUCATION

San Francisco State University

Bachelor of Arts, Psychology and Minor in Journalism