

Amber McGuire

SENIOR MARKETING STRATEGIST + CREATIVE ROCKSTAR

Profile

Results-driven senior level global marketer with a vast knowledge of product marketing, social media, content marketing, digital marketing, consumer engagement (B2B and B2C), and progressive marketing strategies. My forward thinking, strategic planning, data analysis, and leadership have proven to drive sales and increase brand awareness in each of the industries that I have been fortunate enough to be a part of.

- ➔ Rolled out a new service and support program to a global consumer base
 - ➔ Spearheaded key needs for a national sepsis awareness campaign
 - ➔ Averaged a 20% increase in sales in all Luna Grill locations year over year
 - ➔ Headed the creation and roll out of an app leading to a 200% increase in guest loyalty
 - ➔ Sold out events in venues from 200 person clubs to 25,000+ arenas to festivals across a wide range of musicians, comedians, and productions
 - ➔ Continue to use my expertise to help causes and businesses find success in their communities
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Skills

Strategy + Analysis	Digital Marketing	Social Media	Copywriting
Consumer Engagement	Adobe Suite Experienced	Internal + External Communication	Office 365 + iOS
Budget Planning	Emerging + Company Tech Savvy	Event Creation + Management	Organization + Efficiency
Content Creation + Marketing	Collaboration + Leadership	Traditional Marketing	Product Marketing
Brand Building	Compliance	Google AdWords	Consumer Loyalty

Experience

EDWARDS LIFESCIENCES

Irvine, California (REMOTE)

2019-Present

Global Senior Marketing Product Manager, Critical Care

Senior Marketing Product Manager, Partnerships

Marketing Product Manager, Critical Care

Grew within the company to become, most recently, a Global Product Marketing Manager, where I spearheaded the team that rolled out a new comprehensive service and support program to a global market. Headed research of potential partners and acquisitions worldwide providing valuable information for company decisions. Lead FDA compliance for internal and external marketing material. Owner of the marketing channel of the supply chain process.

Results:

- ➔ Increased efficiency and decreased turnaround time for company wide marketing initiatives
- ➔ Successful launch of a new service program on a global level
- ➔ Implementation of new organizational tools to increase communication and efficiency
- ➔ Participation in the partnership and acquisition process leading to record sales
- ➔ Comprehensive communication between all departments nationally and internationally
- ➔ Launched program to increase awareness of sepsis to clinicians, hospitals, and patients
- ➔ Collaboration on the product launch of new hemodynamic monitoring systems and accessories

LUNA GRILL

San Diego, California

2015-2018

Director of Marketing

Senior Marketing Manager

Built and led a marketing team from the ground up. Built brand awareness in SoCal and DFW markets. Increased the restaurant portfolio from 20 to 42 locations. Accountable for all social media channels, digital marketing strategies, email marketing campaigns, local marketing tactics and relationships, app development, creative strategy, and more. Vetted, onboarded, and worked with outside agencies. Collaborated with c-suite level leadership to ensure the marketing strategy and brand voice aligned with their goals and the company objectives. Worked cross-departmentally to ensure all internal material and roll outs complied with brand standards.

Results:

- ➔ An average of 20% increase revenue in overall sales for comparable locations
- ➔ Website makeover leading to an increase of 170% web traffic in the first year
- ➔ Creation and roll out of new app-based loyalty program doubling the membership
- ➔ 212% increase in social media engagement on Facebook and Instagram
- ➔ Creation of in-depth marketing plan templates for each new restaurant opening
- ➔ Led team technology transformation implementing software such as MomentFeed, Asana, Zapier, JotForms, and more
- ➔ Development, in conjunction with outside PR company, of successful Influencer Marketing program
- ➔ Creation and roll out of data driven ROI reports and presentations to c-suite leadership and investors
- ➔ Used tech to analyze and report of guest habits and demographics to create finely tailored marketing strategies for consumer types and markets

LIVE NATION / HOUSE OF BLUES**San Diego, California****2012-2015*****Senior Marketing & Promotions Manager******Show Marketing Manager***

Began as the marketer for all shows and events at House of Blues San Diego, an average of 400 shows per year. Took over all marketing for HOB SD including the restaurant, brand store, and event sales. Created and implemented venue wide events along with restaurant and store promotions to capitalize on concert attendees. Grew to become marketer for all LiveNation shows in San Diego county including an amphitheater, 2 arenas, and multiple theater-style venues. Throughout, created clear, concise and robust marketing plans that included social, digital, email, local, and traditional marketing aspects.

Results:

- ➔ Led the both the House of Blues San Diego location and the overall San Diego BU to its first profitable year with record breaking ticket revenue
- ➔ Fostered stand out relationships with agents, artists, managers, and local media players
- ➔ Created successful onsite media events at all level of show with excellent cross-department communication and organization to drive customer awareness and increase guest experience
- ➔ Leveraged relationships to create budget friendly campaigns to drive ticket sales without devaluing the artist or the experience

- ➔ Used organization, transparency, and reporting to successfully juggle multiple show promotion, budgets, and on sales
- ➔ Worked with San Diego State University to create a college credit internship program

THE M3 PROJECT / FREELANCE **Remote** **2006-Present**

Worked on side projects from charitable events to local businesses and more using my knowledge and expertise to help grow awareness, customer loyalty, and increase revenue.

Results:

- ➔ Co-created, developed, executed and marketed a charitable event in San Diego benefitting Rady Children’s Hospital where we raised over \$25k in the first year
- ➔ Worked with local youth sports facilities in San Diego and Austin to rebrand, develop curriculum and introduce new software, grow their enrollment and create events
- ➔ Rebranded, including new websites, collateral, and social media revamp, of start-ups
- ➔ Analysis and reporting of social media and online presence with best practice plans

ANTHOLOGY SAN DIEGO **San Diego, California** **2008-2012**

Marketing Manager

Marketing & Booking Coordinator

W SAN DIEGO **San Diego, California** **2007-2008**

Catering & Convention Services Coordinator

Welcome Desk Agent

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Education + Certifications

COLORADO STATE UNIVERSITY	Fort Collins, Colorado	1998-2000
SEATTLE CENTRAL COLLEGE	Seattle, Washington	2000
PIERCE COLLEGE	Fort Steilacoom, Washington	2000-2001
SPORTS INDUSTRY ESSENTIALS	Columbia University	2018-2019
GOOGLE ADWORDS CERTIFICATION	Google	2020