



about joanna

Joanna is a multidisciplinary marketing generalist with 6+ years of experience and a wide array of talents in web design, graphic design, email marketing, content writing, and more. With a demonstrated aptitude for process and efficiency, she is also skilled in marketing operations, project management, and team management.

certification & education

- **Bachelor of Arts in Journalism (Advertising Emphasis), Marketing Minor**
San Diego State University, 2015
- **Google Analytics IQ Certification**
Google Analytics Academy, 2019

professional skills

- Graphic Design
- Content Writing
- Facebook Ads
- Product Management
- Account Management
- CRM Management
- Web Design
- Technical SEO
- Reporting & Analytics
- Project Management
- Marketing Operations
- Training & Development
- Email Marketing
- Social Media Marketing
- Branding
- Team Management
- Strategic Planning
- Vendor Management

career history

Head of Account Management Wonderist Agency

2019–Present

- **Team Management:** Oversees 6 direct reports in the Account Management department across daily operations (including customer service, project management, reporting and analytics, and creative direction), providing support for all Account Managers and 240+ dental client accounts.
- **Talent Development:** Directs the recruiting, hiring, onboarding, and training Account Managers, in addition to conducting regular performance evaluations of all direct reports.
- **Resource Management:** Collaborates with the Sales and Business Development Manager to assign clients to Account Managers, monitoring capacity and output while proactively forecasting needed growth within the team.
- **Strategic Relationship Management:** Serves as a liaison for up to 7 major business and referral partners and manages strategically important accounts, identifying new growth opportunities.
- **Business Planning and Product Management:** Contributes to refining workflows and processes that maximize efficiencies within the company, taking a leading and consultative approach to enact positive changes. Major accomplishments include personally spearheading an overhaul of company-wide project management and CRM tools.
- **Goal Setting and Achievement:** Oversees department goals and works cross-functionally with all department heads to set and meet company-wide objectives, preparing reports on account growth and retention.



San Diego, CA



619-738-0314



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career history

Marketing Account Manager

Wonderist Agency

2018–2019

- **Account Management:** Managed and served as a liaison for up to 45 dental client accounts to guide and oversee marketing strategies and insights for SEO, PPC, social media, and local marketing campaigns.
- **Customer Service and Client Retention:** Cultivated client relationships from onboarding new accounts through ongoing retention, delivering quality service and ensuring client satisfaction.
- **Project Management:** Trafficked over 100 projects annually to ensure deadlines and deliverables were met.
- **Reporting & Analytics:** Aggregated and interpreted monthly client reporting and campaign metrics, utilizing business intelligence software.
- **Creative Direction:** Guided internal feedback and client approvals on both print and digital marketing projects, including direct mailers, collateral, and website designs.
- **Graphic Design and Web Design:** Provided graphic and web design support as needed.

Freelance Marketing & Design

joandez. (Formerly DBA Joanna J. Wong)

2016–Present

- **Customer Service:** Independently collaborates with clients in a variety of industries, such as fitness, youth development, boutique apparel, landscaping, food service, commercial flooring, wedding planning, and more.
- **Creative Execution:** Provides the writing and design of content for digital marketing projects, including but not limited to web design, graphic design, email marketing, social media advertising, and search engine optimization.
- **Client Communication:** Collaborates with clients to develop creative briefs for client requests and specifications, and ensuring deliverables meet or exceed expectations.
- **Project Management:** Manages and completes several projects simultaneously, consistently meeting clients needs and deadlines.

Marketing Coordinator

United Way of San Diego County

2016–2017

- **Project Management:** Trafficked over 100 marketing projects annually, utilizing planning tools and editorial content calendars such as Basecamp, HootSuite and Microsoft Office.
- **Email Marketing:** Developed weekly and monthly emails for up to 16,000 subscribers via MailChimp.
- **Digital Content Management:** Maintained and updated website content, and assisted with social media plans for platforms such as Facebook, Instagram, Twitter and LinkedIn.
- **Strategic Relationships and Co-Marketing:** Served as a liaison for corporate partners' marketing and community relations teams, and coordinated co-marketing projects.
- **Administrative Support:** Provided administrative support by compiling and submitting monthly expense reports, taking meeting minutes, and other duties as needed.
- **Graphic Design:** Provided creative directions and graphic design support as needed.





career history

Communications Manager

Pacific Arts Movement

2016

- **Marketing Strategy:** Developed and executed annual communications plan to promote events and programs for a media arts organization focusing on Asian American and Asian international cinema.
- **Team Management:** Managed 3 marketing and design interns, providing tactical direction and creative insight for all projects.
- **Media Facilitation:** Coordinated with contractors to direct and manage media needs, including public relations, photography and videography.
- **Email Marketing:** Wrote and designed emails targeted for up to 11,000 recipients through MailChimp, analyzing KPIs such as open rate, click-through rate, unsubscribes, and resulting web traffic.
- **Social Media Marketing:** Created and directed social media plan for multiple platforms (including Facebook, Instagram and Twitter) with up to 10,000 followers, including organic content and paid ad strategies.
- **Event Marketing:** Marketed and monitored engagement for special events for up to 3,000 attendees.

Marketing Coordinator

YMCA of San Diego County

2015–2016

- **Project Management:** Trafficked and provided quality control of up to 500 marketing projects annually, serving up to 3 YMCA locations with program areas in administration, aquatics, child care, fitness, and sports.
- **Team Management:** Managed 2 Marketing Assistants, providing creative direction and support as needed.
- **Marketing Execution:** Executed monthly marketing and advertising campaigns with strategies for both digital and print.
- **Graphic Design:** Designed and finalized a weekly minimum of 10 print projects (fliers, posters, banners, forms, brochures, signs, etc.) for up to three YMCA locations.
- **Email Marketing:** Developed weekly and monthly emails targeted for up to 23,000 recipients, via Salesforce Marketing Cloud (ExactTarget).
- **Web Content Management:** Managed web content for two facilities' websites via YMCA content management system.

Marketing Assistant

YMCA of San Diego County

2014–2015

- **Graphic Design:** Designed and finalized a weekly minimum of 10 print projects (fliers, posters, banners, forms, brochures, signs, etc.) for up to 3 YMCA locations with program areas in administration, aquatics, child care, fitness, and sports.
- **Email Marketing:** Developed weekly and monthly emails targeted for up to 23,000 recipients, via Salesforce Marketing Cloud (ExactTarget).
- **Web Content Management:** Managed web content for two facilities' websites via YMCA content management system.



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