

# Elizabeth Florek

Marketing and Brand Management Leader

## Contact

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[Elizabeth Florek | LinkedIn](#)

Gilbert, AZ

## Key Skills

WordPress

Elementor

CRM - HubSpot

Wrike

Asana

BaseCamp

Zendesk

Zoho

Canva

CapCut Video

SharePoint

## Overview Summary

Results-driven Director of Marketing with specific expertise in Brand Management. Experience in successfully developing and implementing brands from conception to implementation. Experience consistently exceeded company goals for growth and engagement. Skilled in working with guiding cross-functional teams to achieve company goals. I am passionate about leveraging new ideas to drive business outcomes.

## Experience

January 2021 - PRESENT

**Director of Marketing** | OCMBC, Inc., Mortgage Lender, Irvine, CA

- Oversee strategic planning, branding and marketing efforts for multiple Mortgage companies
- Established multiple competing brands including establishing brand guidelines and adherence to brand standards across all business channels including sales, customer service, websites, digital advertising, email marketing, sales collateral and social platforms
- Oversee Marketing department and ad agency
- Manage relationships with cross-functional teams including Sr. Executives, Sales Leaders, Operations and Compliance
- Develop marketing campaigns for new product roll outs that directly affect the company's bottom-line targeting Real Estate Agents, Mortgage Brokers, Homebuyers and Investors
- Grew social follower and engagement presence by over 95% in four years and by 100% for several lines of business.
- Manage automated marketing efforts through six HubSpot CRM Instances and manage daily sales support
- Established company marketing/brand/social policies
- Manage company attendance at 50+ national industry trade events

OCTOBER 2018 – DECEMBER 2021

**Vice President Marketing** | ElevenX Marketing Agency, Villa Park, CA

- Developed marketing strategies for Mortgage Lending clients to help them reach their goals
- Executed marketing campaigns specifically for digital marketing, automated marketing emails, marketing communications and event marketing.
- Established automated CRM sales programs in support of sales teams to help drive B-to-B sales leads
- Created sales support program for nationwide lender client's Wholesale division
- Created and managed websites for financial service clients

AUGUST 2012 – OCTOBER 2018

**Director of Marketing and Brand Management** | Carrington Holdings, Mortgage Services, Aliso Viejo, CA

- Reporting to the EVP of Marketing, oversaw Marketing for the Carrington brand of companies encompassing over 18 different companies nationwide including, Retail, Wholesale, Correspondent and Commercial and globally for mortgage brokerage businesses in the UK and Home Villa Rentals in Italy.
- Responsible for creating brand standards including marketing and social guidelines and adhere to brand across all business channels.
- Collaborated with Senior Executives including sales teams, legal and compliance and business partners as well as managed vendor relationships
- Developed and maintained sales collateral pieces including emails, direct mail letters and sales kits and seminar materials for a sales force of over 500 sales associates nationwide and in the UK
- Served as liaison with Senior Management and Legal and Compliance Departments
- Managed marketing team, responsible for hiring, training and providing mentorship
- Successfully developed marketing strategies and campaigns for launch of new loan products into market for b-to-b and b-to-c audiences
- Created company's direct mail and email nurture loyalty programs that provided leads to four national call centers
- Developed annual advertising and digital advertising plans
- Created Event Marketing Plan and Budget for b-to-b and b-to-c events encompassing over 60+ regional and national trade events that generated 15% of leads for sales per quarter

JANUARY 2009 – JULY 2012

**Marketing Project Manager** | Foster and Associates  
Advertising, Pasadena, CA

- Specialized in creating automated marketing programs through CRM systems for several financial services clients
- Helped establish national advertising digital and print efforts, marketing sales collateral programs, automated statement insert programs, direct mail programs funneling leads to call centers
- Worked directly with clients in an Account Manager capacity as well as with their Legal and Compliance teams

SEPTEMBER 2000 – DECEMBER 2003

**Marketing Project Manager** | Citibank (formerly First  
Nationwide Mortgage)

- Managed print advertising, direct mail campaigns, and in-branch signage program
- Created sales tools for over 600 retail branches within CA and NV for the mortgage division, including management of marketing resources, team members and advertising agencies.

## Leadership

Leadership Program Graduate 2015 and Leadership Mentor 2013 – 2018, experience Managing over 10+ interns as part of Management Trainee program while at Carrington Mortgage.

## Education

Bachelor of Science in Business  
Administration Specializing in  
Marketing, California State  
University of Long Beach

## Certifications

HubSpot Social Certification 2020