

# Lilia Gonzalez

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Marketing strategist with 2+ years of experience optimizing global event operations, enhancing brand engagement, and driving data-backed marketing initiatives. Passionate about crafting high-impact brand experiences that merge creativity with operational efficiency.

## WORK EXPERIENCE

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**Exponent** **Menlo Park, CA**  
**Marketing Coordinator** **08/2023 - 09/2024**

- Led the execution of 300+ global in-person and virtual conferences within 1 year, improving operational efficiency by implementing standardized processes for event logistics.
- Expanded global reach by leading the Spanish translation of key marketing materials, driving a measurable increase in engagement across Latin America and Europe within 6 months.
- Delivered comprehensive monthly reports on industry event participation, analyzing engagement metrics to optimize marketing spend and enhance annual strategies.
- Boosted trade show engagement by 50% by developing targeted promotional materials informed by internal insights and market research.
- Executed 5 company-hosted global events annually, optimizing venue selection and vendor coordination to enhance attendee experience while maintaining a \$30K budget.
- Served as primary marketing liaison across North America, Europe, and Asia, managing event logistics, social media promotion, and marketing materials to align regional strategies and boost engagement.

**Reltio** **Los Angeles, CA, USA**  
**Product Marketing Intern** **06/2022 - 08/2022**

- Performed in-depth market research on Life Sciences & Healthcare, identifying key industry trends and delivering insights through 2 strategic sales enablement presentations within 2 months.
- Developed a concise, sales-focused one-pager that distilled key aspects of a new initiative, equipping the sales team with clear, actionable insights to enhance client conversations.
- Spearheaded a cross-functional project with 10 interns, fostering collaboration and streamlining timelines to exceed project goals within 2 months.

**UCLA Health : Hematology/Oncology Research** **Santa Monica, CA, USA**  
**Administrative Analyst/Clinical Research Coordinator** **01/2021 - 06/2021**

- Leveraged data analytics to support strategic decision-making, ensuring compliance with industry regulations and optimizing workflow efficiencies.
- Developed and presented detailed compliance reports, improving regulatory adherence and streamlining approval processes.

**Administrative Assistant/Clinical Research Assistant** **07/2019 - 01/2021**

- Maintained data accuracy and integrity across 40+ clinical studies, ensuring protocol compliance and process optimization.

## EDUCATION

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**Master Of Business Administration in Marketing & Entrepreneurship**

Loyola Marymount University College of Business Administration | GPA: 3.75/4.0

Los Angeles, CA, USA | 06/2023

## **Bachelor Of Science in Health Sciences & Psychology**

Boston University College Of Health & Rehabilitation Services

Boston, MA, USA | 05/2019

### **PROJECTS**

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#### **Marketing Consultant/Graduate School Business Incubator**

09/2022 - 12/2022

LO+TY Swim

Developed and executed a strategic content calendar aligned with LO + TY Swim's brand pillars, leveraging user-generated content and story highlights to drive engagement. Conducted market and competitive research on industry trends, suppliers, manufacturers, and patents to inform business strategy. Designed advertisements and marketing assets using Adobe Illustrator and Canva for the brand's first campaign while conceptualizing TikTok and Instagram Reels to enhance digital presence and audience engagement.

### **SKILLS**

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**Technology:** Adobe, Box, Canva, HubSpot, Microsoft Excel, Microsoft Office, Microsoft Powerpoint, Qualtrics/Mailchimp, Salesforce, Sharepoint, SQL, Tableau

**Languages:** Spanish (Native)