

CARLA GERARDU-LOW

SUMMARY

A Director of Digital Marketing with 4+ years of digital marketing experience, an MBA in marketing, and recently earned a certificate in digital marketing from UC Berkeley. 10+ years of business leadership experience with a unique combination of creativity and analytics. Includes roles in marketing, product development, communications, operations, and sales. Industries include financial services (lending, insurance, and accounting), web services, and nonprofits. Recognized for strategic and operational leadership, marketing talents, and the ability to collaborate and influence change.

CONTACT

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SKILLS

Website Development: WordPress, basic HTML, Wix, website content development
Analytics: Google Analytics, Excel (expert), reporting
Strategy: Brand strategy, Event Planning
Social Media: Facebook, Instagram, Twitter, LinkedIn, YouTube
Email Marketing: MailChimp
Event Marketing: Eventbrite
Creative: Canva, Photoshop Elements
Digital Advertising: Google Ads, Facebook Ads, Twitter Ads, LinkedIn Ads
SEO: SEMRush, Google Keyword Planner
CRM: Salesforce, Insightly
Productivity: Microsoft Office Suite, Google Workspace, QuickBooks, Zoom

PORTFOLIO

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RELEVANT PROFESSIONAL EXPERIENCE

REDWOOD HEIGHTS ASSOCIATION, INC., OAKLAND, CA

President | 2015 - Present

Founding member of a nonprofit organization dedicated to building community.

- Manage brand and marketing strategies throughout the funnel, including web development, email marketing, and social media designed to build awareness, raise funds, and promote events.
- Oversee the organizational strategy, finances, communications, and event planning.

Project: Online Presence | carlagerardulow.com/professional/portfolio/#rha

Led a project to establish its new online presence and developed a communication strategy designed to build awareness, increase event attendance, and grow donations.

- Set up all digital marketing and database tools, and collaborated with community volunteers to build a new website and create visual assets
- Grew website users by 206% since 2018, increased event attendance by 267% since 2016, and increased fundraising results by 573% when compared to 2016
- Role: Project leadership, website content development, communication strategy, database administrator, creative, and social media contributor
- WordPress, MailChimp, Insightly, QuickBooks, Canva, Facebook, Instagram, Twitter, YouTube

REIMAGINE CONSULTING, OAKLAND, CA

Owner | 2018 - 2020

Freelance brand and marketing consulting for small businesses, nonprofits, and government. Focused on building brand strategies using a coaching model designed to help companies sell their products or services.

Project: City Auditor | carlagerardulow.com/professional/portfolio/#auditor

Developed an informative, positive, forward-thinking communications strategy designed to provide the residents of Oakland with relevant, timely, and essential information about the City Auditor's work.

- Created a clearly defined brand strategy including messaging and visual identity
- Collaborated with internal staff and external web designer to redesign the website
- Established a communications strategy for email and social media
- Role: Brand Consultant. The project included market research of its peers, brand strategy, website audit, website content development, SEO, and communication strategies
- WordPress, SEO, Constant Contact, Facebook, Twitter

ACADEMIC PROJECT

UC Berkeley Digital Marketing Bootcamp
carlagerardulow.com/professional/portfolio/#p-2

For this team project, we proposed a loyalty program to the leadership of SFMOMA, a brick-and-mortar business. The program objective was to bring people from the Bay Area into the museum.

- Developed the fictitious SFMOMA Friends loyalty program
- Created a multi-channel marketing plan using paid advertising, remarketing, and email marketing with relevant KPIs to measure success, and built a customer-facing landing page using SEO best practices
- Role: Project leadership, product development, KPIs, lead scoring system, pitch deck
- WordPress, SEO, Google Search Ads, Google Display Ads, Facebook/Instagram Remarketing Ads, Canva

EDUCATION & CERTIFICATIONS

Digital Marketing Certificate
UC Berkeley Extension Bootcamp, 2021
MBA, Marketing
Brandman University/UMass Global, 2014
Bachelor of Science, Accounting
Colorado State University
Certified Public Accountant
Colorado State Board of Accountancy, license expired

AWARDS

Local Hero Award, Oakland City Council
District 4, 2016 & 2019
Chairman's Award, PMI Mortgage Insurance Co., 2009
Diamond Award, PMI Mortgage Insurance Co., 2008 & 2009

ADDITIONAL PROFESSIONAL EXPERIENCE

PMI MORTGAGE INSURANCE Co., WALNUT CREEK, CA **Director, Customer Relations | 2012 - 2014**

Senior management leader responsible for key customer relationships as the company transitioned through receivership. Managed communications, structured product strategy, and risk mitigation reporting.

- Primary point of contact for customers. Solved product-related challenges, negotiated agreements, and ensured customer satisfaction, leading to strong internal and external relationships.
- Executed communication campaigns, managed website, and content across digital properties.
- Directed industrywide stakeholders in developing a standardized reporting process. Established an enterprise system with KPIs, touchpoints, and workflow automation, improving process efficiency by 70%.

Manager, Homeownership Preservation Initiatives | 2008 -2012

Created and managed a new department dedicated to creating loss mitigation programs to save the company from bankruptcy. Responsible for program promotion, customer quality assessment, and reporting.

- Successfully managed relationships with Tier 1 accounts, government agencies, and competitors, to implement initiatives to mitigate company losses, resulting in 173,000 foreclosures avoided.
- Authored program guidelines and designed marketing collateral (landing pages, brochures, training courses, internal communications, and educational videos) to increase awareness of loss mitigation programs.
- Led multiple cross-enterprise, high-profile, complex projects from end-to-end, supporting customer retention and regulatory initiatives.

Manager, Structured Product Development | 2004 - 2007

Managed a team tasked with creating lender-paid insurance products designed for Tier 1 and Wall Street accounts. Responsibilities included business development, lead generation, and process to onboard business.

- Developed product strategy, guidelines, and policies, ensuring successful product launches.
- Managed relationships with key customers, resulting in \$20.9B of new business written.
- Designed B2B top-of-the-funnel lead generation materials including website content, print, and training.