**Gabriel J. Presas**
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**Summary**

**Transformational Marketing Leader | Merging Tech & Strategy for Maximum Impact**
With deep expertise in AI-driven marketing solutions, I specialize in transforming marketing strategies to engage tech-savvy audiences and generate measurable results. From B2B software marketing to elevating industry presence, my ability to lead innovative initiatives has fueled significant revenue growth.

**Experience**

**Court Stone Management – Salons by JC Franchisee – Property Management**
*Marketing Director*
March 2022 – January 2025 | Stafford, Texas

* **Lead Generation**: Devised and executed advanced digital marketing strategies for 17 locations in 4 markets nationwide, boosting lead generation and increasing occupancy from 76% to 90% within a single month.
* **Optimized Ad Campaigns**: Achieved a 62% reduction in cost per lead by strategically optimizing Meta and Google Ads campaigns, while enhancing AI-driven strategies to increase lead flow and occupancy rates, showcasing the ability to drive transformative results in fast-paced environments.
* **CRM Systems Improvement**: Led the integration of Salesforce and Rent Manager, enhancing CRM system efficiency and streamlining sales processes. Utilized Zapier and Make.com to create autonomy workflows, improving productivity and operational efficiency.
* **Enhanced Digital Channels**: Managed Spectrio digital boards and social media strategies, leveraging platforms like Hootsuite, Canva, Adobe Creative Suite, Salesforce, Rent Manager, Meta & Google Ads to maximize brand impact and engage audiences with cutting-edge content. Directed 17 locations social media accounts, creating and optimizing tailored ad campaigns to drive targeted leads and enhance local engagement for each location.

**Blue Lion Salon Studios**
*Marketing Director*
January 2018 - March 2022 | Sugar Land, Texas

* **Drove Revenue Growth with Technology**: Led the overhaul of the website and digital marketing campaigns, achieving a $1.5 million lease milestone and a significant increase in website engagement, reflecting success in utilizing digital tools to drive business growth.
* **Innovative Content Strategy**: Crafted compelling visual content and managed digital boards, enhancing brand presence and adapting strategies to integrate emerging technologies effectively.

**PostalAnnex+**
*Store Manager*
May 2017 - January 2018 | Missouri City, Texas

* **Exceeding Targets with Strategic Branding**: Surpassed sales goals through targeted store branding and social media outreach, showcasing ability to leverage traditional and digital marketing strategies for impactful results.
* **Operational Excellence**: Streamlined inventory and shipping processes, utilizing advanced POS and shipping platforms to ensure seamless operations.

**Sugar Land Ice & Sports Center**
*Director of Team Branding & Game Entertainment*
June 2013 - April 2016 | Sugar Land, Texas

* **Transformed Brand Identity**: Designed and branded the Sugar Land Imperials hockey logo and mascot, creating a unique and engaging brand identity that resonated with audiences.
* **Enhanced Fan Experience**: Directed game presentations and crafted engaging content, demonstrating expertise in integrating creative elements into marketing strategies to boost engagement.

**Sugar Land Skeeters Baseball Team**
*Game Entertainment and Video Manager*
April 2012 - May 2013 | Sugar Land, Texas

* **Optimized Game Presentations**: Directed all aspects of game entertainment and video production, enhancing the fan experience.
* **Seamless Event Coordination**: Managed bookings and scheduling for in-game entertainment, contributing to a cohesive and engaging event atmosphere.

**Houston Aeros Hockey Club**
*Director of Creative Game Presentation and Marketing Development*
June 2002 - February 2013 | Houston, Texas

* **Revitalized Game Presentation:**Directed all game entertainment and video production, elevating the excitement and engagement for fans.
* **Strategic Marketing Collaboration**: Led a team to execute comprehensive marketing campaigns, collaborating with various departments to fulfill objectives and drive community engagement.

**Education**

**Connecticut School of Broadcasting**
Certification in Television and Radio Broadcasting, 2007 - 2008