

Martha Wamil, MBA

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EDUCATION

University of Miami Herbert School of Business

Coral Gables, Florida

Master of Business Administration (MBA) – Course Emphasis in Marketing

May 2022

- **GPA:** 3.78 / 4.0; **Honors:** Julia Tuttle Scholarship, J.W. McLamore Fellowship in Business
- **Courses:** Market Research, Data Analytics, Statistics, Consumer Behavior, Product Development, Corporate Strategy

Miami Ad School

Miami, Florida

Creative Advertising Portfolio Program – Art Direction

April 2019 - June 2020

- **GPA:** 3.65 / 4.0; **Courses:** Art Direction, Consumer Insight Strategy, Digital Marketing, UX/UI Design, Graphic Design

University of Miami

Coral Gables, Florida

Bachelor of Arts (BA) in Studio Art; Minors in Architecture, Classics, and Religious Studies

December 2016

- **GPA:** 3.27 / 4.0; **Honors:** Dean's List (Fall 2014, 2015, 2016), Provost's Honor Roll (Fall 2015 & 2016), President's Honor Roll (Fall 2016), William Oberman Family Endowed Award (Spring 2016)

WORK EXPERIENCE

Marth Media, LLC

Miami, Florida

Founder; Marketing Consultant & Brand Designer

July 2020 – Present

- Freelance consultant providing services in marketing, brand strategy, creative direction, and design for small businesses; Clients include businesses across industries such as pharma/healthcare, wellness, fitness, beauty, media, creative, & more
- Analyzes client's KPIs, market research, and target consumer trends to align business development goals with marketing strategies; insight report suggestions helped clients increase sales revenue, brand awareness, and customer engagement
- Produces marketing strategy & insights reports in addition to variety of creative assets such as logos, web design, branding identity kits, business cards, print materials, graphic design, photography & video content creation, etcetera

Casa Vinyasa Miami

South Miami, Florida

Operations Supervisor

June 2021 – November 2021

Yoga Instructor

January 2019 – Present

- Supervised retail operations and managed team of 8 employees for a yoga studio to facilitate a managerial transition
- Analyzed ERP sales reports and conducted consumer research to develop new inventory management strategies that resulted in new vendors and products offerings, which improved merchandise sales and reduced the inventory carryover
- Reduced operational bottlenecks by studying KPIs to create new processes and pricing models; resulting in shorter transaction times for staff, increased rental equipment revenue by up to 150%, and smoother customer service experience

Clinical Trial Advisors, LLC

Miami, Florida

Project Manager

January 2016 – December 2020

- Organized internal business operations and marketing strategy that led to new business development while managing projects for pharma/biotech clients associated with conducting clinical trials and drug development studies as needed
- Reviewed and created educational training materials for client and executive-level presentations to increase cohesive understanding among teams regarding clinical trial study design, rare diseases, and different research study phases
- Streamlined internal company processes by recommending different operational and digital marketing changes to improve business development prospects, implemented new internal digital platforms and company branding

Mathnasium of Palmetto Bay

Miami, Florida

Program Director

May 2017 – May 2018

- Managed all day-to-day operations, sales, and client relations for a math learning center franchise, while supervising team of over 10 instructors and up to 30 students ages K-12 at a time, with occasional tutoring required up to Algebra 1
- Strategized with co-directors and owners to grow enrollment by implementing new management techniques and staff training plans based on customer feedback, implementation increased student enrollment by roughly 30% in 6 months
- Facilitated transition from Salesforce to proprietary CRM software to manage client relationships and all potential leads

SKILLS & ACTIVITIES

Languages: Fluent in English; Conversational Proficiency in Polish; Basic Proficiency in French

Technical Skills: Adobe Creative Suite, MS Office Suite, Qualtrics, Salesforce, Figma, SPSS, Python & R Studio (Basic)

Certifications & Training: RYT200 Power Vinyasa Yoga, RYT200 Hatha Yoga, Certified Yoga for Athletes Specialist

Activities: Delta Phi Epsilon, Secretary – Graduate Women in Business ('21-22), Vice President – Marketing Club ('21-22)