

Gigi Toma

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Sports Marketing • Digital Marketing • Experiential Marketing • Partnership Marketing • Account Management

Digital and experiential marketer with 8+ years of experience managing campaigns that bridge the gap between online and real-world interactions. End-to-end brand management with proven expertise developing and coordinating sponsor initiatives. Proven track record of cultivating authentic relationships while delivering ethical, data-driven activations.

EDUCATION

Master of Sports Administration, *Ohio University* | Executive Leadership Board Member

Bachelor of Business Administration, *Loyola Marymount University*

Marketing Major, Spanish Minor, Concentrations in Applied Learning in Societal Transformation and Business Law

PROFESSIONAL EXPERIENCE

Elevate My Brand | Los Angeles, CA

Senior Account Manager

September 2021 - Present

Manage day-to-day client relationships across CPG, retail, F&B, fitness, tech, healthcare, non-profit, and B2B, from startup, to SME, to blue chip brands. Serve as a strategic lead on integrated digital and experiential marketing initiatives spanning paid and organic social, search advertising, email marketing, website development, and partnership-driven events. Deliver performance reporting tied to KPIs, including CPC, engagement, traffic, and conversion growth. Support agency growth through lead generation across social media, PR, podcast, and web.

- Revitalized an inherited, underperforming account by restructuring strategy, rebranding client website, improving site health 12% and organic keywords 120%, resulting in contract renewal and upsell.
- Executed data-driven campaigns achieving \$0.12 CPC, 17,892% engagement growth, 417% follower growth in 30 days, 246% lift in conversions, and 70% increase in traffic.
- Concepted and produced a community-driven activation, increasing on-site traffic 30% and driving a 50% boost in space rentals through multi-channel content repurposing.

iPS Logistics | Remote

Marketing and Operations Manager

June 2020 - Present

Lead website rebrand and SEO optimization initiatives, including logo redesign, content development, and visual identity enhancements. Supported UX/UI testing, internal marketing, project management, and staff training while partnering with development teams to launch new digital products.

- Redesigned and optimized company website, rewriting copy, metadata, and visual assets which drove 60% increase in site traffic and 40% growth in inbound leads.
- Led UX/UI development and testing for new WMS application, successfully launching platform and achieving 100% client adoption and satisfaction.

Beverly Hills Sports Council | Los Angeles, CA

Athlete Marketing Intern

June 2021 - September 2021

Conducted national brand research and outreach to secure partnership opportunities for professional athletes. Produced data-driven pitch decks leveraging storytelling, performance analytics, and audience insights to support sponsorship acquisition for MLB and MiLB athletes.

- Managed athlete social media accounts, ensuring contract requirements were met.
- Oversaw brand activation posts including Adley Rutschman's partnership with Purple and Miguel Rojas' partnership with Netflix.

FREELANCE PROJECTS

Deliver creative and hospitality support for event operations, brand assets, and merchandise.

- Served as NBA All-Star 2026 Ambassador, supporting guest services for high-profile events, including Newcomers Breakfast and Legends Awards.
- Design and develop websites for freelance clients, including SEO-enriched copy.
- Deliver branding consulting projects including logo design, brand book creation, business positioning, and merchandise design.

SKILLS

Language: Spanish intermediate proficiency

Ads & Analytics: Nielsen, Simmons Insights, Hubspot, Salesforce, Tableau, Google Ads Certified, Semrush, Spyfu, Meta Insights, Google Analytics, LinkedIn Analytics, TikTok Analytics

Project Management & Admin Tools: Asana, ClickUp, Monday, 1Password

Office & Productivity: Microsoft Excel, PowerPoint, Outlook, SharePoint, Zapier, Miro, ELVTR Sports Marketing and Corporate Partnerships Certification

Social Platforms & Publishing: Meta Certified Digital Marketing Associate, Instagram, Facebook, TikTok, YouTube, LinkedIn, X/Twitter, Substack, Reddit, Snapchat, Pinterest, Buffer, SocialPilot, Meta Business Suite, Adobe Creative Suite (Photoshop, Premiere, After Effects), Mailchimp, HootSuite

Website & App: Figma, HTML/CSS, WIX, Shopify, Wordpress, Squarespace, Webflow

Courses & Memberships: Sports Marketing & Partnerships ELVTR Course, Her Sports Moves Cohort, WISE, WIS