

SONJA GESSLING, MBA

STRATEGIC MARKETING | COMMUNICATIONS | CONTENT DEVELOPMENT | DATA ANALYSIS

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Results driven Marketing MBA with 15+ years of experience in crafting innovative strategies, optimizing campaigns, and driving growth. Adept at team leadership, project management, and leveraging digital tools to enhance brand visibility and client engagement.

EDUCATION

MBA, Marketing & Strategy
Boston University

BA, Business Economics & Minor, Professional Business Writing
University of California, Santa Barbara

SKILLS

- Campaign Strategy & Management
- Content Development
- Digital, Print, Social, Email, Video
- Google Ads Certified
- Google Analytics
- MailChimp, Marketo, Hubspot
- Sales Enablement & Support
- Adobe Creative Suite
- Data-Driven Insights

EXPERIENCE

MARKETING MANAGER, GOLDEN GATE SOTHEBY'S INTERNATIONAL REALTY *11/2020 - Present*

- Managed a cross-functional team and external vendors, including designers, developers, and content creators, to execute impactful campaigns aligned with organizational goals.
- Spearheaded digital marketing initiatives, including SEO, PPC, email marketing, and social media, resulting in a 22% increase in website traffic and engagement YOY.
- Created and analyzed performance dashboards using Tableau and Google Analytics to optimize campaign ROI, reporting results to executives in a clear and concise manner.
- Collaborated with leadership on agent recruiting initiatives, successfully positioning the brokerage as a market leader in Northern California.

DIGITAL MARKETING MANAGER, MISSION LINEN SUPPLY *6/2019 – 10/2020*

- Developed targeted marketing plans to support customer acquisition and retention efforts for B2B services.
- Designed and executed content marketing strategies, including blogs, events, webinars, newsletters, and case studies, to strengthen brand positioning via paid social strategies (LinkedIn).
- Coordinated with external agencies to deliver creative assets on time and within budget.
- Implemented A/B testing for email campaigns, increasing click-through rates by 15%.

MARKETING SPECIALIST, MISSION LINEN SUPPLY *01/2016 – 05/2019*

- Developed and implemented customer-focused marketing initiatives that drove retention and upsell opportunities, leveraging customer feedback to refine strategies.
- Analyzed marketing efforts by testing, tracking, and measuring campaign components across channels, providing actionable insights based on data and presenting findings to Executive teams

MARKET RESEARCH ASSOCIATE, SMITHGEIGER, LLC *01/2013 – 01/2014*

- Created data-driven presentations and reports, transforming complex research findings into easily digestible formats for executives at top media companies.

PRODUCT MARKETING, BOSE *06/2011 – 12/2011*

- Published a Technology Assessment Whitepaper through market research, cross-functional interviews, resulting in an assessment of an emerging technology and analysis of future customer requirements.