

# Clint Sosa

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Houston, TX

Multi-talented professional committed to a culture of excellence and community service seeking a position to exercise effective leadership, diplomacy, strong written and verbal communication, relationship cultivation, and creative problem-solving skills.

## HIGHLIGHT OF SKILLS

- Marketing
- Project Management
- Leadership
- Detail Oriented
- Cross-Cultural Competence
- Negotiation
- Public Speaking
- Strong Written & Verbal Communication
- Multilingual English/Spanish
- Event Management
- Social Media
- Website Management
- Mentoring
- Crisis Management
- Creative Problem-Solving
- Communications
- Diplomacy
- Conflict Resolution
- Data Analysis
- Research
- Customer Relations

## PROFESSIONAL EXPERIENCES

- **Director of Marketing & Events, Nino's Inc. (2016-Present)**
  - Lead corporate communications, marketing, and public relations efforts.
  - Coordinate the editorial direction, design, and distribution of all publications (print, electronic, and targeted social media), and analyze data including customer feedback, online traffic, and impressions.
  - Conduct relevant customer and brand research, monitor trends, and offer expert advice to develop innovative advertising and branding.
  - Write and prepare in-house documents including contracts, proposals, marketing plans, advertisements, and executive correspondence.
  - Direct end-to-end production of events: initial client development, conceptualization of events and development of banquet event order, event execution, and follow up with clients.
  - Liaise with clients to develop a collaborative relationship while planning, designing, producing, and managing all aspects of corporate events.
  - Manage event logistics: food and beverage, staffing, floor plans, and vendor agreements.
  - Supervise and coach an events team of one planner, three managers, and fifteen servers.
  - Contracted and planned 167 events in 2019 with contract values ranging from \$5,000 to \$33,000.
- **Director of Operations, VERICLAIM Tax Services (2014-2019, *Freelance/Seasonal*)**
  - Designed a strategic marketing campaign, and researched industry best practices and policy updates.
  - Supervised the daily operations including the development of client relations and delivery of quality customer service, hired and trained new employees, and analyzed performance and sales data.
- **Director of Operations & Events, Dress Houston Inc. (2011-2017, *Freelance/Seasonal*)**
  - Developed and implemented a targeted marketing and public relations campaign including social media, print, and advertisement to promote ticket sales and drive media coverage.
  - Organized and facilitated end-to-end production of annual charity fashion shows: advertising, food and beverage contracts, site inspection, décor, set-up, vendor contracts, audiovisual equipment, and staffing.
  - Created budgets, reviewed bids, negotiated contracts and costs, tracked spending, and prepared vendor payment.
  - Conducted interviews to hire and train staff, volunteers, and models.
  - Cultivated relationships with the business and nonprofit community to secure funding and strategic partnerships.

**EDUCATION**

**Bachelor of Arts in International Studies & Political Science**

**2008**

University of North Florida, Jacksonville, FL

**TECHNICAL PROFICIENCIES**

- Microsoft Office Suite  
(Word, Excel, PowerPoint, Outlook, Publisher)
- Google & Yelp Business
- Smart Office (CRM)
- Google Docs
- Canva (Design Software)
- Constant Contact
- Callhub

**PERSONAL AFFILIATIONS**

World Affairs Council of Houston

Hermann Park Conservancy

The Serve Team