

Barbara Bond

Marketing, Brand & AI-Supported Operations Consultant

barbara@bpvs.org · Bond Professional Ventures LLC · Southwest Florida · Remote / Virtual Consulting

PROFESSIONAL SUMMARY

Marketing and brand consultant with more than four years of experience supporting multi-channel digital campaigns, client accounts, content strategy, and audience engagement across healthcare, travel, hospitality, fitness, real estate, and consumer products. Experienced in managing multiple brands and projects simultaneously, maintaining client relationships, producing digital content and creative assets, and measuring campaign performance against clear goals.

Confident communicating with clients and partners and translating business goals into coordinated email, social media, video, and advertising campaigns. Southwest Florida-based professional with a Bachelor of Business Administration, strong presentation skills, and on-camera and voiceover experience for remote video production.

CORE COMPETENCIES

- Integrated Marketing Campaigns
- Brand and Messaging Strategy
- Content Strategy and Editorial Planning
- Client and Account Management
- Email and Social Media Marketing
- Digital Advertising Strategy
- Editorial and Content Calendars
- Copywriting and Messaging Development
- Live and On-Camera Communication
- Video Production Coordination
- Client Onboarding and Fulfillment
- CRM and Pipeline Management
- Cross-Functional Collaboration
- Campaign Analytics and KPI Reporting
- Lead Generation and Follow-Up
- AI-Assisted Marketing Operations
- Workflow Documentation and SOPs
- Marketing Research and Competitive Analysis

PROFESSIONAL EXPERIENCE

Digital Marketing Operations Specialist

Luminis Business Solutions · Remote · January 2026–Present

Manage digital marketing execution for multiple client accounts, coordinating content calendars, social media engagement, campaign priorities, approvals, and ongoing deliverables. Support luxury travel and professional service clients with integrated campaigns across Instagram, Facebook, LinkedIn, short-form video, and other digital channels. Coordinate directly with clients, account leaders, and creative team members to keep projects aligned with brand standards, campaign goals, and publishing deadlines. Analyze engagement trends and campaign results to recommend adjustments to messaging, content formats, and publishing strategy.

Marketing & Sales Coordinator

52 Strong Personal Training · Naples, Florida · January 2026–May 2026

Managed social media, email marketing, website updates, Google Business Profile content, and digital advertising to support membership growth and brand visibility. Created marketing campaigns across Meta platforms, Google, and email to increase awareness, inquiries, and membership interest. Responded to prospective-member inquiries and followed up with leads, supporting the customer journey from initial inquiry through membership consideration.

Freelance Account Executive

Ella Creations · Southwest Florida · January 2026–May 2026

Managed multiple client marketing accounts simultaneously across hospitality, finance, real estate, design, fitness, and lifestyle industries, serving as client-facing point of contact for campaign planning, content approvals, revisions, scheduling, and deliverables. Developed and maintained editorial calendars spanning social media, video content, email, and seasonal initiatives, and prepared client analytics and performance summaries.

Marketing & Community Relations Representative

Family Foot & Leg Center · Southwest Florida · January 2025–November 2025

Supported marketing for a regional healthcare organization with 11 physicians and multiple offices. Developed and executed hundreds of multi-platform campaigns across social media, email, video, Google Business Profile, and digital advertising. Produced educational videos, provider interviews, and digital advertisements, coordinating filming schedules, consent documentation, and publishing timelines across locations.

Marketing Consultant

BRCK Industries / CordBrick LLC · Florida and Remote · October 2024–January 2026

Supported digital marketing, product promotion, brand development, content production, and campaign execution for a consumer-product company. Created hundreds of branded graphics, product videos, advertisements, email assets, and promotional materials, and produced on-camera demonstrations, voiceovers, and short-form video translating product features into customer-facing messaging.

EDUCATION

Bachelor of Business Administration in Management

Florida International University · Miami, Florida · May 2022

TECHNOLOGY

Marketing & CRM: Meta Business Suite, Meta Ads Manager, Google Ads, Google Business Profile, Mailchimp, Constant Contact, Flodesk, Buffer, Later

Content & Production: Canva, Adobe Creative Suite, Adobe Express, CapCut, Adobe Premiere, InVideo AI, HeyGen

Web & Analytics: Google Analytics, WordPress, Wix, Squarespace, Google Workspace, Microsoft Office

Artificial Intelligence: ChatGPT, Claude, Gemini, Grok AI

Remote Collaboration: Zoom, Google Meet, Microsoft Teams