

Garcia-Pantoja, Monica

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Portfolio: <https://monicagarciapantojaportfolio.my.canva.site/>

EDUCATION

Bachelor Of Science in Business Administration, Integrated Business

Fall 2027

University of Central Florida – Orlando, FL

Associate in Business Administration and Management

May 2024

Florida Southwestern State College – Naples, FL

CORE COMPETENCIES & CERTIFICATIONS

Project Management:	Project Planning & Execution, Cross-Functional Team Coordination, Timeline & Deadline Management, Risk & Performance Analysis
Operations & Analytics	Budget & Resource Management, KPI Tracking & Reporting, Vendor & Stakeholder Management, Data-Driven Strategy
Marketing & Execution:	Go-To-Market (GTM) Strategy, Process Improvement & Workflow Automation, CRM & Marketo Workflow Automation, Event & Launch Logistics
Certifications:	Microsoft Excel Certification, Google Analytics, Strategic Content Marketing (LinkedIn)
Languages:	English (Native/Fluent), Spanish (Fluent / Professional Business Proficiency)

PROFESSIONAL EXPERIENCE

Wellness Coordinator

June 2026 – Present

The Joint Chiropractic – Orlando, Florida

- Lead cross-functional patient acquisition initiatives, coordinating community outreach projects from planning through execution to expand local market reach.
- Own KPI tracking and reporting across multiple concurrent workstreams (conversion, visit volume, retention, attrition), using data to guide strategic decisions and resource allocation.
- Manage digital conversion funnel projects and reputation management initiatives, coordinating with stakeholders to implement process improvements on schedule.

Growth Marketing Manager

February 2025 – June 2026

Furniture One – Saint Cloud, FL & Melbourne, FL

- Directed end-to-end execution of multi-channel marketing projects across eight platforms (Facebook, Instagram, TikTok, YouTube, Nextdoor, Google, Meta, print), managing scope, timelines, and deliverables to ensure consistent brand execution.
- Led planning, vendor coordination, and on-site execution for multiple store-opening and community-event launches, managing budgets, schedules, and cross-functional stakeholders to hit launch dates.
- Partnered with management and sales teams to align project deliverables with revenue goals, contributing to \$1.7M in revenue generated within the first 7 months and sustaining \$240K+ in monthly sales.
- Managed multiple concurrent projects, including bilingual content production, paid campaign rollouts, and in-store events, meeting deadlines while maintaining brand and quality standards.
- Ran recurring performance reviews and A/B testing cycles, reporting project outcomes and recommendations to leadership on a weekly cadence.
- Scoped and launched custom audience strategies in Meta Ads Manager, increasing project-driven conversion rates by 25% through geographic and lookalike targeting.

Store Manager

November 2022 – December 2024

Pool & Spa Warehouse of Gainesville – Gainesville, FL & Ocala, FL

- Partnered directly with ownership to formulate strategic marketing plans, leading campaign pitching, brand strategy, and execution.
- Directed complex, multi-stakeholder project logistics, including permitting, delivery scheduling, and high-ticket client coordination up to \$21,000 per project.
- Built and launched automated email marketing workflows using audience segmentation, generating \$4K–\$7K in incremental monthly sales.
- Managed a client feedback project that collected 200+ five-star Google reviews, improving local search performance.

FREELANCE & CONTRACT PROJECTS

Marketing Coordinator

April 2026 – Present

EdgeGuard Home Concierge – Saint Cloud, FL

- Oversee end-to-end social media execution across all platforms, managing both organic storytelling and paid demand generation campaigns to build brand presence for a home concierge startup
- Integrated AI tools and automated content workflow processes, increasing publishing cadence while maintaining consistent brand messaging.
- Conducted audience research and market segmentation to identify and reach key demographics, informing content positioning and paid targeting strategy
- Tracked and analyzed campaign performance metrics to apply data-driven optimizations across paid media, improving engagement and conversion outcomes