

ANNMARIE BANASIK

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EXPERIENCE

LA QUINTA INNS & SUITES – LQ MANAGEMENT, LLC.

BRAND ASSOCIATE | DALLAS, TX | JANUARY 2018 – PRESENT

- Ensure brand consistency across all promotional items, OOH ads, property collateral and local advertisements to 900+ properties in the U.S., Canada and Latin America with five creative agencies
- Collaborate on a cross-functional team to support the roll-out of 2018 Mobile Check-in Campaign with duties including direct video shoot support, digital marketing plan implantation and creation of permanent signage for all 900+ properties
- Lead refresh of the Global Sales team's digital and print collateral resulting in 20+ updated touchpoints
- Grow mutually beneficial relationships with over 30 of La Quinta's corporate partnerships, including American Airlines, Visa and AARP through implementation of co-branded digital landing pages
- Supervise content calendar and creative asset selection for all of La Quinta's social media posts, both paid and organic
- Oversee all La Quinta billboards for both corporate (CMH) and franchise (FMH) properties, expanding the scope of work from the previous year to include all FMH properties in 2018

LA QUINTA INNS & SUITES – LQ MANAGEMENT, LLC.

BRAND MARKETING COORDINATOR | DALLAS, TX | SEPTEMBER 2016 – JANUARY 2018

- Managed all DoT contracts and FMH and CMH properties, amounting in \$350K worth of assets
- Collaborated on \$60mm renovation marketing promotional efforts, including CMH and FMH renovation kits as well as personalized individual property collateral requests
- Developed and implemented LQ.com photographer brand guidelines, resulting in increased online travel agent scores

TRACYLOCKE

ACCOUNT SERVICE / COMMUNICATIONS INTERN | DALLAS, TX | JUNE 2016 – AUGUST 2016

- Created and assisted with creative briefs, competitive analysis and research for a wide range of clients, including 24 Hour Fitness and Dallas Convention & Visitors Bureau
- Created and presented Keynote presentations of industry analysis for new social platforms + technology spaces for client and agency knowledge
- Wrote internal and external company press releases to maintain company-wide communications and reputation management

EDUCATION

UNIVERSITY OF MISSOURI – COLUMBIA, MO, BACHELOR OF JOURNALISM, MAY 2016

Missouri School of Journalism, emphasis in Strategic Communication, Account Management with a minor in Business from the Trulaske College of Business and Multicultural Certificate

SKILLS + CAPABILITIES

Manage ROI and budgets for OOH
Strategize consumer insights
Print production

Project management
Brief writing and creative review
Shopper marketing

Proofing content
Netbase social listening
Public speaking

VOLUNTEER WORK + INVOLVEMENT

UNITED WAY

SNOWBALL COMMITTEE MEMBER AND VOLUNTEER, REPRESENTING LA QUINTA INNS & SUITES | 2016 - PRESENT

- Oversaw 170 La Quinta volunteers for the 2017 Snowball Express
- Participated in food drives and letter writing campaigns and coordinated the marketing department's contribution in the corporate-wide silent auction

AMERICAN MARKETING ASSOCIATION

MEMBER – DALLAS CHAPTER, PROTEGE PARTICIPANT | 2017 - PRESENT

- One of ten protege participants for the 2017 AMA Mentorship Program, selected from over 100 applicants
- Current mentor – Jonathan Ball, VP, Marketing and Communications, Provasi Capital Partners