**Gabriel J. Presas**  
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**Summary**

**Transformational Marketing Leader | Merging Tech & Strategy for Maximum Impact**  
With deep expertise in AI-driven marketing solutions, I specialize in transforming marketing strategies to engage tech-savvy audiences and generate measurable results. From B2B software marketing to elevating industry presence, my ability to lead innovative initiatives has fueled significant revenue growth.

**Experience**

**Court Stone Management**  
*Marketing & Sales Director*  
March 2022 - Present | Sugar Land, Texas

* **Pioneered Digital Transformation**: Championed the use of advanced CRM systems and automation tools (Zapier, Make.com) to streamline sales processes and boost operational efficiency, aligning with modern AI-driven marketing approaches.
* **Enhanced AI-Driven Campaigns**: Implemented innovative digital marketing strategies that increased lead flow and occupancy rates, demonstrating ability to drive transformative results in fast-paced environments.
* **Optimized Digital Channels**: Managed Spectrio digital boards and social media strategies, leveraging platforms like Hootsuite to maximize brand impact and engage audiences with cutting-edge content.

**Blue Lion Salon Studios**  
*Marketing Director*  
January 2018 - March 2022 | Sugar Land, Texas

* **Drove Revenue Growth with Technology**: Led the overhaul of the website and digital marketing campaigns, achieving a $1.5 million lease milestone and a significant increase in website engagement, reflecting success in utilizing digital tools to drive business growth.
* **Innovative Content Strategy**: Crafted compelling visual content and managed digital boards, enhancing brand presence and adapting strategies to integrate emerging technologies effectively.

**PostalAnnex+**  
*Store Manager*  
May 2017 - January 2018 | Missouri City, Texas

* **Exceeding Targets with Strategic Branding**: Surpassed sales goals through targeted store branding and social media outreach, showcasing ability to leverage traditional and digital marketing strategies for impactful results.
* **Operational Excellence**: Streamlined inventory and shipping processes, utilizing advanced POS and shipping platforms to ensure seamless operations.

**Sugar Land Ice & Sports Center**  
*Director of Team Branding & Game Entertainment*  
June 2013 - April 2016 | Sugar Land, Texas

* **Transformed Brand Identity**: Designed and branded the Sugar Land Imperials hockey logo and mascot, creating a unique and engaging brand identity that resonated with audiences.
* **Enhanced Fan Experience**: Directed game presentations and crafted engaging content, demonstrating expertise in integrating creative elements into marketing strategies to boost engagement.

**Sugar Land Skeeters Baseball Team**  
*Game Entertainment and Video Manager*  
April 2012 - May 2013 | Sugar Land, Texas

* **Optimized Game Presentations**: Directed all aspects of game entertainment and video production, enhancing the fan experience.
* **Seamless Event Coordination**: Managed bookings and scheduling for in-game entertainment, contributing to a cohesive and engaging event atmosphere.

**Houston Aeros Hockey Club**  
*Director of Creative Game Presentation and Marketing Development*  
June 2002 - February 2013 | Houston, Texas

* **Innovative Content Leadership**: Developed high-impact video and motion graphic content, including sponsor animations and intro videos, aligning with modern trends in digital and AI-driven marketing.
* **Strategic Marketing Collaboration**: Led a team to execute comprehensive marketing campaigns, collaborating with various departments to fulfill objectives and drive community engagement.

**Education**

**Connecticut School of Broadcasting**  
Certification in Television and Radio Broadcasting, 2007 - 2008