

EDUCATION

California State University, Fullerton
B.A. Business Administration & Communications
Concentrations- Marketing & Broadcast Journalism

INTERESTS

Fan Engagement
Community Management
Audience Development
Marketing & Social Strategy
Content Creation

TECHNICAL SKILLS

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|--------------|---------------------------------|
| Photoshop | <div style="width: 80%;"></div> |
| Premiere Pro | <div style="width: 70%;"></div> |
| Audition | <div style="width: 60%;"></div> |
| InDesign | <div style="width: 50%;"></div> |
| Illustrator | <div style="width: 40%;"></div> |
| Canva | <div style="width: 30%;"></div> |

CERTIFICATIONS

Google AdWords Essential Training
Google Analytics Essential Training
Watson Analytics
Meta Ads Official Training
Adobe Illustrator Skills Assessment

PROGRAMS

SalesForce: LEMI (Email Marketing)
SalesForce: ROME
Tableau
Chartmetric
Helixa
MAVEN (Website Management)
Hulu Ads Manager
Snapchat Ads Manager
TikTok Creator and Business Manager
Wix.com, Wordpress, SquareSpace
Meta Ads
Asana
Google Programs

OTHER RELEVANT EXPERIENCE

City of Santa Ana - Program Leader II
(Live events, community resources, etc)
KPWR/POWER 106 Programming Intern
(Traditional radio, on-air broadcasting)
OC News Producer/ Reporter
(Write, record, edit and produce LIVE TV)

EXPERIENCE

Regional Marketing Manager (OCT 2023 – Present)

Live Nation Entertainment – Beverly Hills, CA

- Serve as the primary contact for artist marketing representatives
- Coordinate and execute digital marketing plans (organic/paid)
- Build and plan deployment of manual and automated venue emails
- Analyze ticket traffic trends and correlate findings with active campaigns
- Create and program venue signage, show calendars, and VIP information
- Compile advertising settlement as needed
- Manage social media posts for The Belasco official accounts
- Show coverage as needed

Regional Marketing Coordinator (OCT 2022 – OCT 2023)

Live Nation Entertainment – Beverly Hills, CA

- Book digital media ads including Meta, Snapchat, Hulu, and TikTok
- Order venue outdoor show signage and advertising materials
- Research audience and artist demographic information
- Communicate with artist teams for assets and ad plan approvals
- Distribute information regarding shows and on-site press to venue staff
- Inform venue ticketing teams about press holds, promo tickets, etc.
- Compile advertising settlement recap reports for shows
- Manage social media posts for Live Nation LA/ Latin official accounts

Social Media Assistant (MAR 2021 – MAY 2022)

2nd Try, LLC (The Try Guys) – Burbank, CA

- Lead TikTok strategy targeting Gen Z viewers, increasing following from 350K to 1M in 4 months (reached peak of 2.7M during my term)
- Manage official Try Guys social media accounts
- Edit organic and branded content for partnerships with Foldgers, NordicTrack, The Olympics and more
- Research social trends and develop strategy that coincides with brand
- Manage Patreon community, create exclusive content and facilitate monthly merch drops and prizes
- Create video decks, edit YouTube thumbnails and research SEO keywords for hashtags and video titles

Marketing & Promotions Director (JULY 2019 – JULY 2020)

Titan Communications (Titan Radio) – Fullerton, CA

- Lead all station marketing efforts and manage marketing team
- Identify, activate and maintain partnerships with local sponsors
- Coordinate ticket giveaways with patrons and DJs
- Create graphics for all station signage, events and emails
- Develop a social media posting strategy to increase following by 10%
- Write, produce, host and edit IGTV mini series "New Music Fridays"

Brand & Show Marketing Intern (JUNE – AUG 2018 & JUNE – AUG 2019)

House of Blues, Anaheim – Anaheim, CA

- Manage social media posts for HOB Anaheim official accounts
- Develop email marketing campaigns for shows using Salesforce
- Edit and distribute Foundation Room Newsletter
- Research and develop strategy for social content and local promotions
- Book dark post ads using Citizen Net
- Update official website information using Maven
- Day of show event coverage as needed