

EDUCATION

San Diego State
University - May 2012

Bachelor of Arts:
Advertising

Minor: Marketing

MEMBERSHIPS

SDSU Advertising Club
President
VP of Communications

**SDSU American
Marketing Association**
Dir. of Communication
Corp. Development
Social Events Committee

AD2 San Diego
Membership Committee

AWARDS

2x Brandetize Shark of
the Month

Brandetize Culture Shark
of the Year

Phi Eta Sigma Honor
Society

Phi Kappa Phi Honor
Society

CeMA certified—
accredited by the
eMarketing Association

2012 AMY Winner—Best
Integrated Marketing
Campaign

WORK EXPERIENCE

Brandetize, San Diego, Calif.

Acquisition Marketing Manager (August 2017 - Present)

- Oversee all aspects of lead generation and the “front-end” team.
- Directly manage the paid and social departments, an outsourced Google Ads team, and the internship program.
- Continually improve company processes and productivity through SOPs, leading a monthly learning initiative program, and upgrading the weekly sprint process.
- Work closely with the tech team to continue to develop our custom attribution, cohort, and reporting systems.
- Major clients include Brian Tracy, Jack Canfield, Rule #1 Investing, and Invictus Fitness.

Brandetize, San Diego, Calif.

Digital Media Buyer (September 2015 - July 2017)

- Solely ran the paid ads department as a team of 1 for all clients.
- Managed an average monthly spend of over \$150k.
- Utilized a variety of channels with the biggest emphasis on Facebook, Instagram, Google Ads, and YouTube.
- Responsible for all strategy, ad creation, testing, optimization, and reporting for each client.

ROC Race / WIPEOUTRUN, San Diego, Calif.

Digital Marketing Manager (June 2013 - August 2015)

- Worked exclusively on the ROC Race (later rebranded WIPEOUTRUN) entity once it became a national tour, managing all digital marketing efforts for 20+ events annually.
- Managed over \$1 million in Facebook campaigns, email marketing to a database of over 500k, organic social media, and a design coordinator.
- Responsible for testing, innovating, and implementing new strategies and ideas.
- Started and grew all social media accounts from scratch.

VAVi Sport & Social Club, San Diego, Calif.

Social Media & Events Coordinator (June 2012 - June 2013)

Marketing Intern (May 2011 - May 2012)

- Covered many different aspects of marketing for the sports and local events departments with an emphasis on paid advertising, social media, email marketing, and reporting.
- Additional responsibilities included graphic design, photography, website management, event operations, analytics, sales, sponsorship, and customer support.

SKILLS

Facebook Ads Manager

AdEspresso

Google Ads

WordPress

Basic HTML

WooCommerce

Shopify

Asana

Slack

Google Analytics

Email/CRM Platforms

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Lightroom