

Marcos Rodriguez-Fausto

EDUCATION

California State University, Dominguez Hills

Master of Business Administration (MBA)

University of California, Los Angeles (UCLA Extension)

Post-baccalaureate Certificate in Marketing

California State University, Northridge

B.S. in Business Marketing with a minor in Management

WORK EXPERIENCE

Association of College Unions International (ACUI)

Bloomington, IN (Remote)

Senior Marketing Coordinator: June 2022-Present

- ◆ Manager and coordinator of major organizational programs involving more than 200 member institutions while directing cross-functional teams to ensure programs meet target objectives such as revenue goals, registration sign ups, and event attendance.
- ◆ Coordinator of all organizational email campaigns from planning to deployment, leveraging expert knowledge of industry best practices and data analytics to optimize campaign performance.
- ◆ Manager and content creator of all organizational social media accounts including Facebook, X, Instagram, and LinkedIn with a purpose to increase program awareness, engagement, and membership loyalty.
- ◆ Responsible for the oversight and training of eight different regional Communication Coordinators across the United States.

Priority Financial Network

Calabasas, CA

Marketing Manager: May 2021-June 2022

- ◆ Developed and led digital marketing strategies with AVP of Marketing and VP of Business Development to recruit new loan officers and enhance brand presence online.
- ◆ Conceptualized and created corporate company marketing materials like recruitment brochures, flyers, promotional items, and company presentations.
- ◆ Managed company social media accounts, crafting appealing content to boost brand awareness and engagement.
- ◆ Provided marketing consulting and campaign development assistance to loan officers across the United States to help drive business growth.

Mulholland Brand

Canoga Park, CA

Social Media Marketing Manager: March 2018-May 2021

- ◆ Oversaw the successful launch and ongoing management of the company's social media channels, including Twitter, Facebook, Instagram, Pinterest, and YouTube.
- ◆ Spearheaded end-to-end responsibilities for content scheduling and monitoring, content creation, and running targeted paid campaigns, consistently leveraging analytics to optimize performance on all social platforms.
- ◆ Devised and executed innovative marketing campaigns for B2B and B2C audiences. Leveraged a blend of traditional and digital marketing strategies such as paid Google ads, SEO campaigns, and local as well as national PR outreach. Tracked and analyzed ROI for each campaign.

California State University, Northridge

Northridge, CA

Communications Specialist: May 2013-September 2017

- ◆ Managed all official university social media accounts (Facebook, Instagram, Snapchat, Twitter, and YouTube) and oversaw scheduling, monitoring, and execution of targeted campaigns to engage students.
- ◆ Researched, wrote, and edited frequently asked questions for the "Ask Matty" database, a comprehensive campus-wide tool aimed at providing information to prospective and current students. Collaborated with all campus departments to verify information accuracy.
- ◆ Recruited and managed a team of three paid student assistants for the production of CSUN marketing and branding videos. Oversaw the end-to-end process, from scripting and filming to editing and promotion, adhering strictly to university branding standards.

Live Nation

Beverly Hills, CA

Digital Marketing Intern: January 2013-May 2013

- ◆ Performed rigorous quality assurance checks on email marketing campaigns for Top 100 Billboard music artists, testing email links, ensuring consistent formatting, and ensuring timely deployment.
- ◆ Compiled and analyzed email campaign statistics for company presentations and research purposes.
- ◆ Participated in company conferences focused on exploring cutting-edge email, social, and mobile marketing strategies.

Subtone Records

Hollywood, CA

Marketing Intern: January 2012-June 2012

- ◆ Researched, devised, and spearheaded media campaigns, comprising email marketing, new media initiatives, and public relations outreach, to launch a record label.
- ◆ Contributed significantly to the launch of an internet radio station by conducting market research and analysis.

OVGuide.com

Encino, CA

Marketing Intern: May 2011-September 2011

- ◆ Oversaw and managed Facebook, YouTube, and Twitter profiles for the organization's social media channels.
- ◆ Analyzed website and social media analytics data and devised growth strategies based on user behavior patterns.
- ◆ Optimized content for search engines by editing and implementing keyword placement and other relevant techniques.

SKILLS

◆ Basecamp ◆ Trello ◆ Asana ◆ Slack ◆ SharePoint ◆ Microsoft Office: Word, Excel, Outlook, and PowerPoint ◆ Social Media: X, Facebook, YouTube, Instagram, Snapchat, TikTok, and Pinterest ◆ Buffer ◆ Hootsuite ◆ Hobsons (CRM) ◆ OntraPort ◆ MailChimp ◆ Higher Logic (MagnetMail) ◆ Woodpecker ◆ Google Analytics ◆ CallRail ◆ Adobe Photoshop ◆ Canva ◆ WordPress ◆ Weebly ◆ Shopify ◆ Zapier ◆ SEO ◆ Spanish Language Fluency

REFERENCES

Christina Lee
AVP Marketing, Amerihome
(310) 467-3133
tinalee49@gmail.com

Marieanne Rouse Quiroz
Director of Communications, Ventura Unified School District
(805) 804-7181
marieanne.quiroz@venturausd.org

Melissa Guevara
Payroll Services Supervisor, UCLA
(310) 948-8312
mguevara@chr.ucla.edu