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## WORK EXPERIENCE

### **Sol y Costa Cargo, SEO & Marketing Director**

*July 2012-Current*

- Responsible for the construction and measurement for all online SEO campaigns
- Team director for content generation, including blogs, digital design, newsletters, videos, etc.
- Directly responsible for the maintenance, design, and active management of multiple websites
- Actively manage Google Ad Words and Bing Ad Center for all PPC campaigns
- Team lead for creative branding and marketing campaign implementation
- Managed the development and design for a custom built API feed management system
- Oversaw the control of product data throughout online marketplaces and retail websites
- Greatly increased sales through online marketplace channels including Amazon, EBay, and Sears

### **Riverside Church, Youth Director**

*March 2011-March 2012*

- Managed the youth ministry online social footprint as well as web maintenance for the church site
- Facilitated the marketing campaign for 300+ student summer camp including videos, presentations, and collateral
- Directed a youth leaders team of 24 adults and grew the youth ministry from 50 to 100 plus students
- Responsible for weekly preparation and presentation of programming and public speaking

### **Cintas Corporation, Sales**

*August 2009-February 2011*

- Identified prospective customers through extensive research, cold calling, and marketing communications
- Facilitated and directed sales presentations, budget analysis, and negotiations for prospective clients
- Closed and managed \$200,000 target account for Cintas; generated nearly 1 million dollars of total sales revenue
- Worked to train and development new sales professionals

## PROFICIENCIES

- Photoshop: Photo manipulation software
- Illustrator: Design vector graphics editing software
- Final Cut: Video production software
- Microsoft Office Suite
- Ad Words, Ad Center, Facebook, Twitter, Shopzilla PPC systems
- Limited HTML, CSS, and JavaScript
- Google Analytics
- Extensive Online Marketplace Knowledge: Amazon, EBay, Sears, and Raketun

## EDUCATION: UNIVERSITY OF FLORIDA 2005-2009

- B.A. Marketing
- B.A. Political Science

## COMMUNITY SERVICE

Summit Youth Ministry (2012, 2013)

- Weekly church ministry for students in the greater Orlando area

Nations Association (Winter 2010, 2011, 2012)

- Worked on leadership team coordinating and preparing meals and presents the for financially poor in the local community

Children's Miracle Network (Spring 2006, 2007, 2008, 2009)

- Worked with Sigma Chi Derby Days raising over 70 thousand dollars in the four years; well over 100 hours

Afterschool Gators (Spring 2009)

- Worked with at risk elementary school children assisting with homework and organizing activities such as crafts and sports events