

Creative and dynamic professional with experience in marketing, marketing communications, journalism, mobile video and mobile advertising, and visual media.

## Core Competencies

- Social Media Strategy
- Writing, Editing, and Proofreading
- SEO and SEM Optimization
- User Evangelism
- Account Management
- Video Production and Editing
- Webinar Planning Execution
- Graphic Design

## Professional Experience

### PLIMUS, Inc. – Fremont, CA

June 2009 – June 2011

*Plimus, Inc. is a global e-Commerce hosted solutions provider, building and managing online businesses for thousands of software publishers, web hosting companies, and online retailers.*

#### Marketing Manager

- Coordinated and launched social media marketing efforts across Twitter, Facebook, LinkedIn, and Google Adwords.
- Managed and adjusted social media strategy and presence by using monitoring tools such as Radian6, HubSpot, Google Alerts, and Google Analytics.
- Created and launched corporate blog and continually maintained it by managing content calendar, editing all written entries, and occasionally providing content.
- Generated and edited sales materials, including PowerPoint presentations, templates, and proposal documents for internal and external purposes.
- Created customized printed marketing materials using Adobe Photoshop and Illustrator for display at industry trade shows such as Casual Connect, E3, SIC, and Affiliate Summit.
- Planned, executed, and hosted live online WebEx and GoToMeeting webinars for clients such as CrossLoop, as well as for Plimus customers.
- Produced and delivered direct communication pieces to clients and affiliates via hand-coded HTML and sliced Photoshop e-mail newsletters.
- Effectively utilized HTML and CSS skills by editing BuyNow store templates and creating lead-generating landing pages for events and online marketing campaigns.

### MYWAVES, Inc. – Sunnyvale, CA

May 2006 – November 2008

*MyWaves was a free mobile video service, accessible globally across all 3G, EDGE, BREW and EV-DO carriers as well as most video-capable mobile phones, including Palm, Windows Mobile, Symbian, and RIM-based phones.*

#### Account Manager

- Wrote majority of original online user documentation and Frequently Asked Questions, as well as content partner "Welcome Packets."
- Produced and edited marketing presentation materials using Powerpoint, Photoshop, InDesign, and screencast software such as Camtasia.

- Drove creation of the MyWaves embedded player, a means to acquire users via social networks such as Myspace, Bebo, LiveJournal, Hi5, Orkut, and Friendster.
- As primary technical liaison, worked with content partners such as ESPN, Sports Illustrated, Maxim, and Columbia Records to successfully acquire media and ensure brand integrity and optimal mobile viewing experience for consumers.
- Maintained and updated corporate web site by uploading images, adding and editing press releases, and hand-coding any changes as needed.
- Created and produced vector and raster graphics integral to MyWaves advertising accounts. Also, designed and produced graphic assets for sales collateral, corporate communications, and marketing presentations.

## **ENTER MUSIC PUBLISHING (DRUM! MAGAZINE) – San Jose, CA**

**August 2004 – April 2006**

*Founded in 1991, Enter Music Publishing, Inc. publishes drummagazine.com, and DRUM! Magazine. Their print edition is distributed worldwide by Rider Circulation Services.*

### **Assistant Editor and Staff Writer**

- Produced approximately 10 percent of monthly content by writing a variety of compelling pieces ranging from 300-word sidebars to 3,000-word product reviews and cover stories.
- Successfully leveraged close relationships with industry contacts to gather press releases to write monthly product news and world events columns.
- Maintained publication's high standards of grammar, style, and accuracy by effectively fact-checking and editing copy before final publication deadline.
- Assisted in updating and maintaining company website by formatting and posting articles.
- Represented DRUM! Magazine during Winter and Summer NAMM industry trade shows.

## **NATIONAL SEMICONDUCTOR – Santa Clara, CA**

**August 2002 – August 2003**

*National Semiconductor delivers innovative analog technology by combining energy-efficient, easy-to-use products, with industry-leading WEBENCH® Designer tools. National reported sales of \$1.52 billion for fiscal 2011.*

### **Marketing Communications and Visual Media Intern**

- Collected and edited information from various product line managers, press releases and technical documents to create "National News" sales publications.
- Served as production assistant for on-site broadcasts and assisted in several capacities such as setting up video equipment, serving as stage manager, and operating cameras and soundboards.
- Created supplementary graphics for online and print advertisements according to company style guide.
- Provided trade show booth support at Communication Design Conference and Intel Developers Forum.

## **Education**

### **SANTA CLARA UNIVERSITY – Santa Clara, CA**

**September 1999 – June 2003**

### **Bachelor of Arts, Communication**

## **Languages and Skills**

- Fluent in Spanish.
- Proficient in PC, Mac, Microsoft Word, PowerPoint, Excel, and Outlook, Wordpress, HTML, Adobe Photoshop, Illustrator, and InDesign, Avid Xpress and Avid Symphony, Final Cut Pro, Quicktime Pro, Camtasia, Digital Juice, Radian6, HubSpot, iContact, Google Adwords and Analytics, Salesforce.