

# Justin A. Rodriguez

Los Angeles, CA 90249

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## SUMMARY

Digital marketing professional specializing in inbound marketing, campaign strategy, and paid media seeking role as a paid media coordinator. BS in marketing and recently completed digital marketing certificate at UCI. Committed to creating impactful, conversion-driven content across digital platforms.

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## PROJECTS

**Loyalty Program - Peet's Coffee** | *University of California, Irvine* 04/2021  
Created mock loyalty program showcasing skills in positioning, website design, and paid marketing campaigns. Crafted relevant content using content marketing and keyword research for target audience.

**Fun Wheel Foodie Blog** | *Anaheim, CA* 01/2017 - 03/2020  
Created Disney-centric blog surrounding theme park food fare. Created copy for original content. Reached 1000 followers by second quarter using organic Instagram posts and influencer networking.

## RELEVANT

**Marketing Consultant** | Ardent Proof Marketing | *Long Beach, CA* 04/2017 - 10/2017

## EXPERIENCE

Launched marketing agency set on helping small businesses. Worked with burgeoning gaming restaurant to strategize its positioning, events and offerings, and awareness strategy in lieu of its grand opening.

**Brand Partnership Liaison** | FOODBEAST.com | *Santa Ana, CA* 12/2016 - 5/2017  
Generated customer leads and pitched media placement opportunities that utilize native advertising. Collaborated with ad team to ideate campaigns and activations for clients. Sold \$75K food festival to SPAM foods and created event activations to garner organic and syndicated event coverage.

**Guest Research Specialist** | The Disneyland Resort | *Anaheim, CA* 08/2015 - 02/2017  
Conducted field research in theme parks to collect and record hundreds of data points to better understand guest demographics and psychographics for market research and product evaluation.

**Facebook Community Manager** | West Coast Cards | *Gardena, CA* 11/2012 - 05/2013  
Increased game shop's Facebook from 0 to 400 followers within first quarter using promotional strategies for local community. Lead as community manager creating and sharing content from local events.

## ADDITIONAL EXPERIENCE

**Branch Manager** | Penhall Company | *Gardena, CA* 03/2020 - Present  
Lead as project manager working cross-functionally under tight deadlines ordering and delivering equipment to a dozen active jobs. Managed 2 mechanics coordinating repairs and resolving emergencies. Streamlined operations and decreased downtime by 20% by automating processes and ordering.

**Accounting Lead** | Lufthansa Cargo AG | *Los Angeles, CA* 12/2017 - 03/2020  
Managed accounts receivables team of 2 and collection of \$400K in monthly revenue. Implemented auditing schedule to reduce outstanding receivables.

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## EDUCATION

**Digital Marketing Certificate** | University of California, Irvine 11/2020 - 04/2021  
Coursework included content strategy, website optimization, on/off page SEO, Google Analytics, paid search, display advertising, social media marketing, retargeting, lead scoring, and digital automation.

**Bachelor of Science, Marketing** | California State University, Long Beach 08/2012 - 12/2016  
Coursework included digital marketing, consumer behavior, promotion strategies, and market research.

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## SKILLS

Project management, market research, content creation, email campaigns, social media ads, social media management, paid search, display ads, on/off page search engine optimization, and data analysis.

## TECHNOLOGY

Microsoft Excel, Wordpress, SquareSpace, HubSpot CRM, Canva, Premiere, and Photoshop.

## CERTIFICATIONS

Google Ads Search Certification / Google Analytics for Beginners / Hubspot Content Marketing