

# RICKY WOZNICHAK | RESUME

MSDM | Digital Marketing and Sales Professional

🏠 rickywoz.netlify.app

📞 +1 (323) 383-5876  
✉️ woznichak@gmail.com

## Professional Summary

Dynamic digital marketing professional with agency and in-house experience across media planning, branded content, and campaign optimization. After launching my career with top brands like Sony, UMG, and Studio71, I pursued acting full-time—joining SAG and appearing on HBO's Insecure—while substitute teaching for LAUSD. Currently enrolled full-time in the Master of Science in Digital Marketing program at Cal Poly Pomona (graduating August 2025), I have updated my skillset to meet the demands of today's evolving digital marketing landscape, with advanced training in SEO, analytics, and performance strategy.

## Technical Skills

- **Programming Languages:** R, SQL
- **Web Technologies:** HTML, CSS/SCSS, Quarto, HubSpot, Tableau
- **Certifications:** Google Analytics, HubSpot

## Education

<b>Master of Science in Digital Marketing</b> - Singelyn Graduate School of Business- Cal Poly Pomona	2024 – 2025
<b>Bachelor of Science in Marketing Management</b> - College of Business Administration- Cal Poly Pomona	2002 – 2010

## Honors

- Beta Gamma Sigma Honors Society
- MSDM 2025 "Student of the Year"

## Relevant Work Experience

<b>Digital Marketing Manager</b> - John Franklin Insurance - Farmers Insurance Broker	9.2024 – 2.2025
<ul style="list-style-type: none"><li>• Developed and managed email marketing and social media campaigns to build brand awareness, nurture leads, and drive conversions.</li><li>• Monitored performance metrics to optimize campaigns for maximum ROI.</li></ul>	
<b>Sales Development Coordinator</b> - Studio 71	9.2012 – 4.2013
<ul style="list-style-type: none"><li>• Coordinated development of branded entertainment video content for a top-tier YouTube multi-channel network.</li><li>• Managed production schedules, asset delivery, and interfaced with a variety of clients including Taco Bell, Gillette, Sony Pictures, Activision, and Sprint by delivering proposals, media plans, and reporting.</li></ul>	
<b>Associate Digital Media Planner</b> - Universal McCann (UM)	4.2011 – 9.2012
<ul style="list-style-type: none"><li>• Planned, launched, and maintained digital media campaigns for Sony Television and Sony Home Entertainment.</li><li>• Communicated daily and negotiated contracts with media partners and vendors. Reported to studio clients and partners with regular campaign status updates.</li></ul>	
<b>Digital Marketing Coordinator</b> - Universal Music Group	6.2010 - 1.2011
<ul style="list-style-type: none"><li>• Managed online marketing and promotional campaigns for UMG artists and initiatives including Lady Gaga, Taylor Swift, Kid Cudi, Mariah Carey, Jimmy Eat World, and many others.</li></ul>	

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- Supported the digital sales team by analyzing streaming data, optimizing revenue opportunities, and assisting in partnership strategies to drive sales growth.

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- Assisted in executing digital marketing campaigns, analyzing audience engagement, and optimizing content strategies to enhance artist/brand visibility.