

Rembrand Paul Pardo

Brand Strategist | Public Relations Specialist | Brand Manager | Marketing Consultant | Creative Strategist
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Dynamic and results-driven professional with background in brand strategy, public relations, and marketing. Leveraging experience in project management, software engineering, and quality assurance to drive brand development and market positioning. Adept at leading cross-functional teams and crafting compelling brand narratives to enhance business performance and customer engagement.

Experience

Nebula, Provo

Project Manager

08/2023 - Present

- Spearheaded brand and marketing strategies for Nebula to create brand awareness.
- Led cross-functional design team, creating a modern and cohesive brand identity, including logo and visual assets.
- Utilized AI to produce engaging social media content to create brand awareness across platforms.
- Developed and implemented comprehensive business and branding strategies, fostering a culture of excellence and efficiency.
- Conducted detailed market analysis and target users feedback sessions to align brand direction with customer needs, enhancing user satisfaction and competitive edge.
- Improve team performance by implementing standards for development, communication, and documentation, achieving a 40% efficiency boost.

The Church of Jesus Christ of Latter-day Saints, Riverton

Quality Assurance Engineer

01/2024 - 05/2024

- Improved product quality and customer satisfaction by 20% through rigorous testing.
- Maintained brand reputation by identifying and eliminating software bugs.
- Collaborated with engineers and users to align development with brand goals.
- Assessed software effectiveness and implemented strategic improvements.
- Led automation efforts, enhancing efficiency by 30%.

FamilySearch.org, Lehi

Software Development Engineer in Test

04/2023 - 12/2023

- Developed automated test frameworks to ensure high-quality web applications, optimizing brand reliability for millions globally.
- Conducted user feedback sessions and surveys to refine brand messaging and optimize user experience, resulting in a 20% increase in user satisfaction metrics.
- Created efficient brand strategies, reducing manual effort by 50% and ensuring consistent messaging.
- Designed and maintained automated test scripts for seamless user experiences across web applications.
- Led across functions to resolve 100+ brand and software issues, enhancing product stability by 25%.
- Streamlined agile practices, boosting project delivery by 30%.

Pico Labs, Provo

Software Engineer

08/2022 - 04/2023

- Led cross-functional collaboration to align business goals with software development strategies, ensuring cohesive project execution.
- Ensured flawless functionality through rigorous testing and debugging, reducing post-release issues by 45%.
- Proactively managed project dependencies and risks, achieving a 20% increase in project success rate.
- Documented integration processes and decisions, improving project efficiency by 30%.
- Applied strong analytical and problem-solving skills to mitigate project risks and ensure on-time delivery.

The Church of Jesus Christ of Latter-day Saints, Salt Lake City

Quality Assurance Engineer

04/2021 - 09/2021

- Led global software QA initiatives, ensuring brand standards and user satisfaction for hundreds of thousands of international users.
- Enhanced product quality by 20% through rigorous human and automated testing.
- Conducted 1000+ test cases, achieving a 95% defect resolution rate pre-launch.
- Collaborated cross-functionally to optimize development processes, enhancing productivity and efficiency.

Brigham Young University, Provo

Concession Stand Manager

04/2019 – 12/2019

- Developed strategic marketing initiatives, increasing peak period sales by 20%.
- Implemented performance improvements, boosting team productivity by 15%.
- Produced financial reports to enhance transparency and support decision-making.
- Optimized event logistics, reducing peak period wait times by 20%.
- Led teams during high-traffic events, decreasing complaints by 20% and improving retention.

Education

Bachelor of Science in Computer Science, Provo

Brigham Young University

09/2019 – 04/2023

- Emphasis in Software Engineering and Business
- Minor in Math
- GPA 3.75

Associates of Science in Business Management, Salt Lake City

Salt Lake Community College

09/2017 – 04/2019

- GPA 3.86 (high honors)
- Member of Phi Theta Kappa Honor Society (maintained 3.50 GPA throughout all semesters)

Volunteering Experience

The Church of Jesus Christ of Latter-day Saints, Malaga

Volunteer Representative

09/2012 – 08/2014

- Led monthly training meetings to instruct 50+ volunteers on organizational goals and leadership.
- Oversaw volunteer work in 7 major cities throughout Spain.
- Conducted performance evaluations and implemented improvement strategies, resulting in a 20% increase in volunteer productivity and engagement.
- Carried a 90+ hour weekly schedule for 24 months.

Skills

- **Proficient:** Automation, Algorithms, JavaScript, Java, Jira, Confluence, CSS, Leadership, Problem-solving, Microsoft Office, Adobe, Statistics, Team management, Data Analysis, Account management, Project management, Interpersonal skills, Product lifecycle management, Business analytics and reporting, Analytical Thinking, Performance Management, Resource allocation and management, Cross-functional collaboration, Risk Management, Stakeholder management, Strategic planning, Budgeting and financial management, Creativity, English, Spanish, Catalan.
- **Moderate:** MS project, HRIS, Python, Next.js, React.js, Databases, Marketing, Marketing management, Product promotion, Splunk, SQL, Adobe analytics, Sales, Buffer, Slack, Trello, Competitive analysis, Canva.
- **Beginner:** AI, HubSpot, Frontify, Brandfolder, Legal assistance, Miro, Embedded technologies, UX/UI Design principles, CRM Systems, Supply Chain Management basics, AWS, Cloud-systems, Figma.

Certifications

Project Management Foundations (<i>LinkedIn</i>)	05/2024 – Present
Microsoft: Planning for Successful Project Management (<i>LinkedIn</i>)	06/2024 – Present
Google Analytics 4 (GA4) Essential Training (<i>LinkedIn</i>)	06/2024 – Present
Corporate Finance Foundations Professional Certificate (<i>CFI</i>)	05/2024 – Present
Business Development: Strategic Planning (<i>LinkedIn</i>)	05/2024 – Present
Project Resource Management (<i>LinkedIn</i>)	05/2024 – Present
Managing Projects with Microsoft 365 (<i>LinkedIn</i>)	05/2024 – Present