**Shiloh Rodriguez**

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**EDUCATION**

**Bachelor of Arts**, Marketing & Advertising  *June 2010*

Portland State University, School of Business Administration

* Studied abroad in Argentina *Fall 2008*
* Business GPA 3.3

**Dynamic Student**

* Developed a comprehensive media plan for the Portland Children’s Museum which included: managing a $130K budget across multiple mediums, analyzing target markets and generating over 6 million impressions
* Produced and presented the winning creative rebranding strategy presentation for Target to a judging panel from Wieden + Kennedy
* Used and developed excellent team skills to succeed in dozens of team projects
* Created an advertising campaign for a commercial insurance business encompassing brand identity, media planning and creative strategy
* Constructed a complete strategic marketing plan for Fit Right NW which included: situational analysis, pricing strategy, promotional strategy, and competitive landscape

**Club Member**, V-Team Sports Marketing Club *July 2009 – February 2010*

* Participated in game operations at PSU Athletics events, resulting in successful game-day promotions
* Promoted Rose Quarter events that led to an increase in attendance and awareness
* Assisted in the implementation of Vikings Give, a cause-related marketing campaign with PSU Athletics that raises funds and awareness for local nonprofits

**EXPERIENCE**

**Marketing Intern,** Portland Timbers & Beavers *2010 Season*

* Helped plan and execute a successful social media strategy that lead to an increase of over 285% (5,300 to 15,195) in Facebook Fans
* Created a comprehensive advertising schedule which the Marketing Manager successfully implemented over the course of the season
* Assisted in creating and editing email blasts that increased merchandise sales
* Maintained and edited website content that led to effective communication with consumers
* Effectively executed a Facebook advertising campaign that generated over 1.3 million impressions and 450 clicks
* Developed a successful mobile marketing campaign to promote large events at PGE Park
* Implemented a two-week grassroots marketing campaign for Boca Juniors International Exhibition match that helped generate a near sellout crowd of 14,106 fans

**Game Operations Intern,** Portland Winterhawks WHL Hockey Team *2009-2010 Season*

* Professionally represented the Portland Winterhawks brand and organization
* Planned and executed in-game promotions in order to facilitate successful events
* Assisted in community outreach at games to strengthen relationships with fans
* Gained experience with multiple forms of sports promotion

**CLUBS & ACCOMPLISHMENTS**

* PSU Men’s Soccer Club *September 2005-March 2009*
* Volunteered at annual 3v3 Street Soccer Tournament *August 2010*
  + Coordinated games and activities
* Member of the PSU Chapter of the American Marketing Association

**COMPUTER SKILLS**

* Microsoft Office Pro
* Social Media [Facebook, Twitter, Flickr, YouTube]