

# Russell Escalada

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## EDUCATION

**University of California, Berkeley**

**August 2014 — May 2018**

Bachelor of Arts, Interdisciplinary Studies (Marketing, Media)

Course Concentration: Business, Rhetoric, Sociology

Thesis Topic: Interdisciplinary Investigation of eSports Consumption Motivation and Habits

## EXPERIENCE

**Electronic Arts (EA) | Redwood Shores, CA**

**March 2020 — Present**

*Marcom Activation Associate*

- Aligned marketing campaign readiness for Plants vs. Zombies, The Sims, and Star Wars games through asset management, cross functional meetings, and relationship building, ultimately ensuring announce and engagement beat successes.
- Planned campaign roadmaps with Marcom Brand, Strategy, and Activation leads.

**Walmart eCommerce | San Bruno, CA**

**August 2018 – March 2020**

*Category Specialist II (Buyer/Merchant)*

- Managed profit and loss strategy for the multimillion dollar plumbing department by tracking display, discoverability, assortment, pricing, and shipping projects, exceeding sales plan by 300 basis points.
- Curated affiliate marketing hot item lists based on seasonal sales data and intuition, monitored item content, then pushed items to marketing team to pitch to affiliate partners ultimately increasing affiliate item average conversion 6%.
- Launched newly-onboarded products and brands using a mixture of digital marketing bids, affiliate pitches, cross-campaign promotion, and email marketing tactics.
- Merchandised customer experience by analyzing site analytics (traffic, conversion rate, bounce rate) through Adobe Analytics (Omniure), resulting in a cleaner customer decision journey.
- Juggled multiple creative side projects such as creating pitch decks and redesigning Home Improvement marketing collateral for key stakeholders such as the super department's VP and General Managers on tight deadlines.
- Collaborated with Supply Chain and Planning Teams in addition to multiple item suppliers to calibrate inventory orders, optimize delivery times, and provide the most cost-effective shipping configurations across 6 US distribution centers.
- Established and flourished vendor relationships between 15+ partners through cross-regional communication, preparing for future business opportunities in promotions and deals.
- Managed over several administrative processes like COOP promo invoices, JIRA tickets, task trackers, and SharePoint file management systems for category team of 50 teammates.

**Leadership, Engagement, Advising, & Development Center (LEAD) | Berkeley, CA**

**September 2016 – May 2018**

*Social Media Marketing Team Lead*

- Trained team on photography, writing, and design and defined best practices to establish infrastructure for the LEAD Center's marketing efforts, effectively promoting leadership narratives and resources to over 1,000 student organizations.
- Created Mailchimp newsletter initiative and utilized A/B testing to increase open rate from 10% to 49% (1914) opens.
- Managed LEAD Center social media accounts and calendars, delegating creative tasks for posts among team of four.

**Electronic Arts (EA) | Redwood Shores, CA**

**May 2016 — August 2016**

*Employer Branding & University Relations Intern*

- Executed and photographed over 8 University Relations events throughout the summer featuring C-level speakers to allow for intern networking and learning opportunities.
- Conducted competitor talent branding audits and identified industry standards; presented six decks that recommended adjustments to six of Talent Acquisition's social media accounts, increasing engagement (likes, replies) by over 125%.
- Researched student sentiment on online application processes by designing surveys and coordinating focus groups amongst global interns to implement a revised user interface and experience at [ea.com/careers/students](https://ea.com/careers/students).

## SKILLS & INTERESTS

**Technical Skills:** Adobe Analytics (Omniure), Adobe Creative Suite (Lightroom, Illustrator, Photoshop, Premiere), CSS, HTML, Interview Design, Microsoft Office, Painter Essentials (Corel), Photography, Survey Design, Videography

**Specialties:** A/B Testing, Branding, Consulting, Communication, Event Planning, Leadership, Project Management, Marketing, Negotiation, Research, Sales, Social Media, Teamwork

**Language:** English (Native), Tagalog (Elementary)