

Gordon C. Alemao

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SUMMARY:

Trustworthy and dependable professional with a background in adult and student development, marketing, management, program coordination, public relations, recruiting, sales, and training.

EXPERIENCE:

Boston Startup School, Harvard Innovation Lab, Boston, Massachusetts

Marketing Program: June 2012 – Present

Full-time professional accelerator program that increases marketing experience and skills.

Focused on techniques such as: Analytics, Brand Messaging, Content, Customer Segmentation, Lead Generation, Social Media, Search Engine Marketing & Optimization.

Oklahoma State University, Stillwater, Oklahoma

TRiO - Educational Talent Search Coordinator: January 2011 – November 2011

Created, maintained, and updated confidential student files by regularly obtaining academic and financial records. Designed and provided academic, cultural, career, developmental and financial materials and services to students, guardians, and school administrators.

Presented trainings and workshops to students, parents, and administrators for completion of the Free Application for Federal Student Aid, Oklahoma Promise, individual scholarships, and student loans.

Assisted in writing, editing, and developing curriculum for Student Support Services and Upward Bound.

Girl Scouts – Western Oklahoma, Inc., Oklahoma City, Oklahoma

Field Marketing Executive: May 2008 – June 2009

Identified, recruited, trained, and provided support to operational volunteers.

Increased and maintained girl and adult volunteer participation by planning, organizing, and implementing Girl Scouts in Bethany, Mustang, Oklahoma City, Warr Acres, and Yukon.

Devised and implemented grant funded budgets for the Sports and In-School programs.

Created and executed plans for the Sports and In-School programs by forging partnerships in the community.

Edited and wrote curriculum for Sports, In-School, Service Units, and STEM programs.

Arranged and executed trainings for Sports, In-School, traditional, and nontraditional pathways and volunteers.

Oklahoma Center for Nonprofits, Oklahoma City, Oklahoma

Marketing Coordinator: January 2008 - April 2008

Planned, developed, implemented, and maintained the Marketing Plan by integrating it into the Strategic Plan.

Maintained and updated the Center's website, webcasts, and podcasts.

Prepared marketing materials for training seminars, events, and conferences.

Created and coordinated statewide press releases, save-the-date cards, email notifications, brochures, newsletters, annual reports, and surveys.

Oversaw marketing for the comprehensive Development Plan, the Campaign for Excellence, special fundraising events and individual giving programs in Oklahoma City and Tulsa.

G & C Manual Labor Services, Yukon, Oklahoma

Founder and CEO: May 2002 - December 2006

Created and implemented sales, advertising, marketing, financial, and business plans.

Hired, trained, and managed staff of three to six employees as needed for contract work.

Oversaw and helped provide services that included: mowing, fence installation and repairs, landscaping, painting, hauling, snow removal, cleaning, and other miscellaneous services.

Obtained appropriate supplies and materials within the budget to ensure quick, precise, and exceptional work.

Set and managed all transactions and financial reports.

EDUCATION:

University of Central Oklahoma, Edmond, Oklahoma

Master of Education in Adult Education and Training, December 2010

Bachelor of Arts in Public Relations, May 2007

Minors in Psychology & Sociology, May 2007