

Andre' Jaramillo

SUMMARY

As a experienced Brand Marketing professional, I bring a dynamic blend of strategic vision, creativity and leadership to drive impactful marketing campaigns and propel brand growth. With a passion for consumer insights and trends, I excel in crafting compelling brand narratives that resonate with diverse audiences with a collaborative approach.

EXPERIENCE

Maxtacs - Director of Marketing and Content
Ontario, CA • 02/2023 - 03/2024

- Managed the successful introduction of new products, driving a **30% growth** in market penetration during the first half-year. Responsible for planning and executing well-organized public relations conferences and promotional events.
- Led and **managed** a team of 7-10 creative professionals, overseeing **all content production** for diverse digital channels such as website, social media, email, and advertising materials.
- Created content for social media campaigns, website copy, brochures, press releases and other marketing materials.

Ace Link Armor - Brand Manager, Content Creator
Irvine, CA • 11/2018 - 03/2023

- **Spearheaded marketing and development team** responsible for consumer marketing, content creation, event planning, and social media management.
- **Directed and created content** for social media campaigns, website copy, brochures, press releases and other marketing materials.
- Managed budgets for all marketing activities including advertising spend, events sponsorships and promotional giveaways.
- Developed partnerships with influencers in relevant industries to promote the brand's message through their channels.

Phantom House Productions - Director / Videographer
Los Angeles, CA • 05/2012 - 11/2021

- **Directed a cross-functional team** consisting of designers, models, editors, and creative directors, while training and guiding all creative ventures.
- Orchestrated the **successful completion of 100+ video projects** within stipulated deadlines and allocated budgets.
- Managed pre-production activities, such as scripting, storyboarding, budgeting and scheduling.

Small World Doggy Daycare - Co-Founder / Dog Trainer
Mission Viejo, CA • 10/2016 - 11/2020

- **Successfully launched a thriving storefront business for over 3 years**, streamlining operations and overseeing personnel recruitment and administrative duties.
- Significantly enhanced client satisfaction and retention rates by fostering effective communication esulting in a remarkable **35% increase in repeat business** and customer referrals.

CONTACT

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SKILLS

- Business Development
- Digital Marketing
- Brand Management
- Product Launch
- Event Coordinator
- Video Production
- Graphic Design
- Sales
- SEO
- Social Media Management

EDUCATION

Graphic Design / Business Development
Santiago Canyon College
Orange, CA • 08/2012