**Bryan Longoria**

**Office and Project Manager**

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WORK EXPERIENCE

**Project Manager**

ServiceMaster Recovery Specialists - Bend, OR – February 2015 to Present

• Estimated, coordinated and supervised between 15 to 30+ projects a month - averaging $6,000.00 each

• Provided customer service to clients, vendors and adjusters for ongoing projects and claims

• Created ongoing project spreadsheets and researched solutions for new systems and tracking projects

**Digital Marketing Manager**

ServiceMaster Recovery Specialists - Bend, OR - June 2014 to Present

• Planned and developed digital and traditional marketing strategies to support organic search

• Researched and planned keyword strategy and developed target markets for search engine marketing

• Planned and wrote search-optimized Web content

• Researched and wrote Web pages to support organic search

• Wrote weekly blogs

• Optimized existing content for SEM and SEO

• Supervised Pay Per Click (PPC) accounts and budget

• Planned and supervised traditional marketing efforts to support back-link strategies

• Created original, branded graphics and photography to tell our story

• Created YouTube videos to uplift search

Accomplishments:

Using a targeted long-tail keyword strategy, I doubled our organic search traffic over six months. Over six

months, digital project leads increased by 200-300 percent.

**Facebook Fan Page**

Military Humor Site - Facebook - March 2012 to Present

• Created and branded a Fan Page with over 135,000 followers

• Generated over 18,000 likes in the first 9 months

• Reached over 650,000 followers with 301,000 unique users

• Achieved an average "daily total impressions" valuing 713,498

**Public Information Officer**

Yuma County - Yuma, AZ - January 2012 to May 2014

• Wrote weekly press releases and worked with media to cover local stories

• Created and managed Web content for organization and created artwork

• Photographed and created graphic art for Web, social media and print use

• Produced, wrote, filmed and edited bi-weekly outreach segment

• Developed an organization-wide social media plan and Web manual

Accomplishments:

3CMA Savvy Award of Excellence

**Merchandising Execution Associate**

The Home Depot, Yuma, Arizona - September 2011 to January 2012

• Performed in-store merchandising, stocking and inventory tracking

• Assisted with daily display, signage and product organization

• Assisted with customer service needs and experience

• Utilized “First Phone” online systems for inventory tracking and customer service

**Project Associate**

MTE Electrical Contractors, California - California (Statewide) - June 2010 to September 2011

• Assisted in concurrent project completion from San Diego to San Francisco

• Assisted in bidding, planning and layout for projects in excess of $60,000

• Ordered, tracked and received regular and special materials for projects

• Moved, organized and delivered materials from warehouse to concurrent jobs

**Logistical Warehouse Department Manager**

United States Marine Corps Reserves - Springfield, OR - March 2009 to March 2011

• Issued, received, tracked and organized all serialized and non-serialized equipment for 300 employees

• Used online systems to track and organize inventory and custody records.

• Tracked and inspected organic, capital supplies for organization.

• Supervised the daily functions in support of organizational goals

• Created weekly goals and daily objectives for 30 employees

• Promoted proper maintenance of all gear and employee individual readiness

• Maintained proper records, personnel files and activity logs

• Ensured strict adherence to policy and procedures as outlined

**Public Relations & Marketing Intern**

Portland Energy Conservation, Inc - Portland, OR - March 2010 to June 2010

• Monitored and archived media impressions for $250,000 marketing campaign

• Analyzed and interpreted Web metrics for improved conversions

• Created marketing matrix and evaluation of analytics - sourced top content

• Tracked, cataloged and evaluated competitive marketing efforts

• Used Cision software to create media list and pitch calendar for PR stories

**Public Information Officer**

Veterans and Family Student Association - Eugene, OR - October 2008 to March 2010

• Advocated House bill in Salem, which passed (HB 2571)

• Identified organizational deficiencies and implemented branding operations

• Generated a news story in The Register-Guard and a KMTR news interview

• Created media kits and factsheets for organization and events

**Communications Department Manager**

United States Marine Corps - San Diego, CA - June 2002 to June 2006

• Directed staff of 25, planned and managed daily operations

• Administered entire West Coast data network on-call 24 hours a day

• Submitted daily communication and situation reports to managers

• Maintained proper records, personnel files and activity logs

• Ensured strict adherence to policy and procedures as outlined

• Delivered classes and instruction as required

• Helped plan training and supervised training scenarios

• Conducted overseas operations and missions in support of organizational needs

EDUCATION

**Masters of Business Administration**

Corban University

September 2011 to February 2012

**Bachelor of Arts in Journalism**

University of Oregon

March 2008 to June 2010

SKILLS

Planning, Human Relations, Management, Reports, Budget, Inventory Management, Customer Service, Excel, Digital Marketing, PR, Graphic Design, SEO, SEM, PPC, Videography, Photography, Blogging, Project Management, Google Local, Google Search, Keyword Planner, Google Analytics, Social Media, Facebook, LinkedIn, YouTube, Google+, Instagram, Pinterest, Press Release, Adobe Creative Cloud, Photoshop, InDesign, Illustrator, LightRoom, Premiere Pro, After Affects, CMS, Copywriting, Branding