

STEVE SEGOVIA

MARKETING ASSOCIATE

stsegovia@berkeley.edu

415.238.3280

stevesegovia.com

san francisco

technical skills

- Advanced Adobe Creative: Illustrator, Photoshop, & Premier
- Proficient Salesforce CRM
- Advanced Photography & Video
- Google Analytics Certified
- Proficient Pardot & Marketo
- Intermediate HTML & CSS
- Proficient MailChimp



marketing experience

NATUREBOX, EMAIL MARKETING ASSOCIATE | Mar 2017 - Present

- Coding HTML email content and scheduling blasts via Sailthru.
- Drafting email promotions calendar and email concepts.
- Optimizing website transactional triggers and email blasts
- Writing creative email briefs and project planning via Asana
- Developing A/B experiments and optimizing email experience.
- Reporting daily and weekly email metric changes to Sr. Director.

iCARS, MARKETING COORDINATOR | Jun 2015 - Feb 2017

- Tracking and reporting leads via Zoho CRM.
- Crafting monthly e-blast for corporate clients and affiliates via Mailchimp.
- Graphic design and writing digital content via Adobe Illustrator.
- Vetting sponsorships and mapping the annual marketing calendar.
- Copywriting website content, emails, design, and print materials.
- Establishing social media presence; writing & automating content via Buffer.
- Managing advertising contracts and executing deliverable content.
- Project planning five annual trade shows via Basecamp.

DOLAN LAW FIRM, MARKETING COORDINATOR | Dec 2013 - May 2015

- Designed advertisements for eight local print publications.
- Managing existing contracts and researching sponsorship opportunities..



education

UNIVERSITY OF CALIFORNIA, BERKELEY, May 2012.

Bachelor of Arts, American Studies, with concentration in Visual Language in Media & Film

leadership

ALPFA, Director of Marketing Board Member | Feb 2015 – Oct 2016

languages

- Fluent Spanish
- Elementary French