



Digital Marketing

Expertise. Commitment. Value.



Marketing Profile



Proficient in all aspects of digital marketing from website health checks to content marketing; writing Tweets to drafting crucial marketing communications.

- » 4 years experience in content distribution, research & campaigns
- » Bachelors in marketing management
- » Certified in HubSpot, Google ads and Google Analytics

Whether you're trying to build awareness, build a brand, design for user experience, or collab on content, I'm here for you!

Center for Community Engagement (CCE)

Delivery of thoughtful marketing advisory services. I led on market research for qualitative and quantitative studies that included focus groups., correlation analysis, survey's and unstructured interviews to form a campaign largely focused on building community for creative development. Collaborated on designs for banners, flyers and landing page design.

CPP CCE

WWW.CPP.EDU/CCE

(909) 869-4269

CAL POLY POMONA

**2021 FALL
ENGINEERING
INTERNSHIP**

Are you interested in getting credit for your internship?

Perfect for engineering students!

RSVP FOR AN INFO SESSION

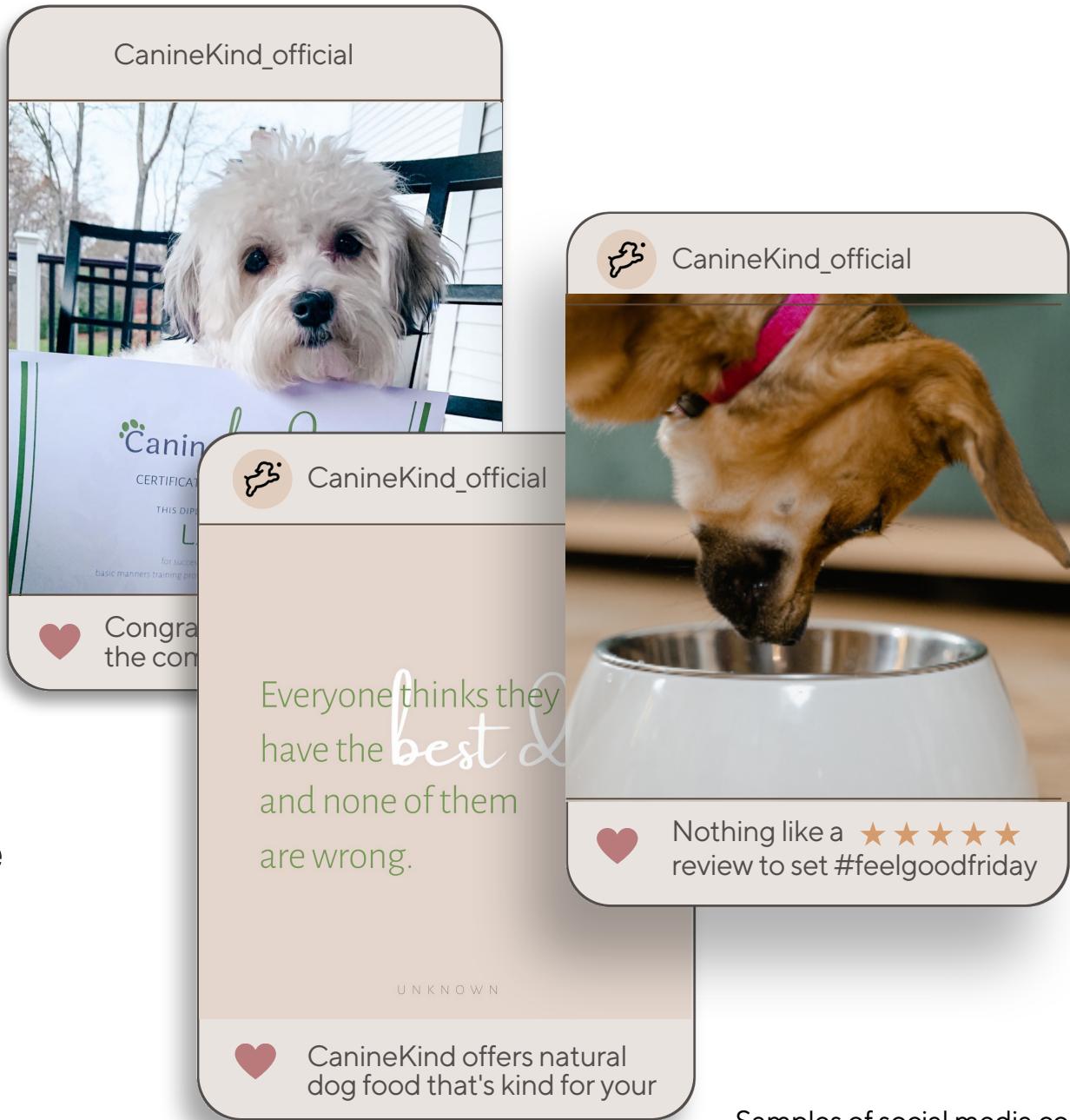


CanineKind

Delivery of engaging and boosting social media marketing advisory services.

Wrote, edited and published content to share on company social platforms.

Increased Instagram conversion by 20% with copywriting strategy.



Samples of social media content and copy

Student International Strategy Competition: Netflix



Between January and March of 2022 Netflix's stock price had dropped 35% and lost 200,000 subscribers rather than hit their 2.5 million target increase.

This crash can be seen as a sign of two things: Netflix is losing its touch with the audience and competition quality is rising. As streaming shows such as Apple TV's CODA are winning Oscars (which is actually the first streaming service to win) and Disney is connecting to consumers with cinematic universes like Marvel, my team developed recommendations that aims to aid Netflix Inc., a leader in global entertainment streaming, in the discovery of probable opportunities for international expansion, alongside an accompanying campaign strategy that promotes customer acquisition.

International Motivations and Strategy

Global Expansion Strategy

Strategy Recommendations

Phase 1: Initial international expansion to Canada in 2010.

- Geographically close.
- Shares similarities with the U.S.

Phase 2: Expansion to Latin, Central America, and the Caribbean in 2011.

- Localization.
- Research & Development.

Phase 3: Entry into the remaining markets for 190 countries.

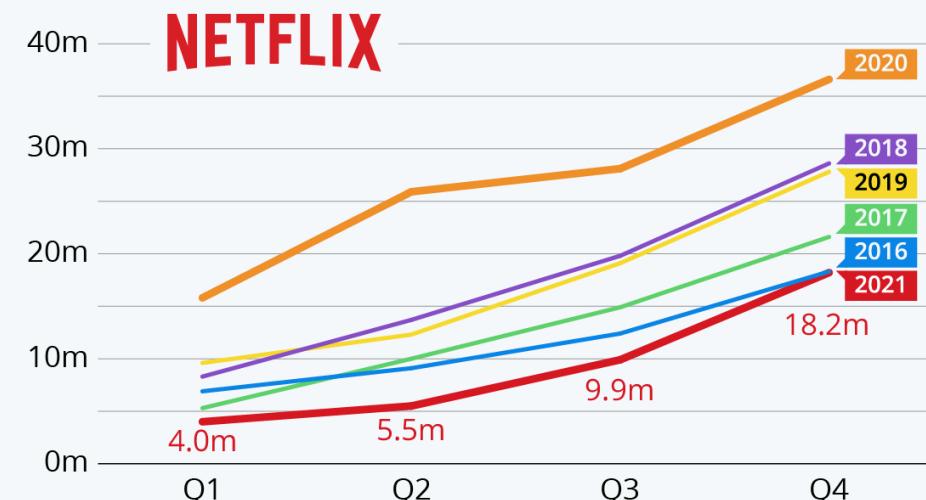
- Transnational approach.

Motivations for Expansion

- Demand for a streaming platform is decreasing.
- International Markets could help Netflix reach its target profit goals.

Netflix Sees Slowest Growth in Years Following Pandemic Spurt

Netflix's cumulative quarterly paid subscriber additions worldwide, by year



[Reach out to view our complete International Strategy.](#)

Looking for More?

Reach out on LinkedIn or email to chat about
my behind-the-scenes work!

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