

Russell Peralta

(925) 914-9540 | russelljperalta@gmail.com | LinkedIn: russell-peralta21 | Website: russellp.art

EDUCATION

Saint Mary's College of California, Moraga, CA

May 2022

B.S. Business Administration; Concentration: Digital Media

Google Coursera

December 2023

Professional Certificate; Concentration: Data Analytics

SKILLS

Microsoft Office (Excel, Word, Outlook, PowerPoint), RStudio, SQL, Tableau, Adobe Creative Suite, HTML/CSS, A/B Testing, Project Management, Data Analysis, SEO, Strategy, Stakeholder Communication

EXPERIENCE

Alameda County Registrar of Voters, Oakland CA

Technical Specialist, Temporary Assignment Pool

January 2024-Present

- Responds to resident calls, addressing inquiries on the primary, special, and general elections
- Processes/cleans **1000+** voter records weekly, ensuring accuracy from online/paper formats
- Streamlines voter registration, boosting intake speed and timely distribution for efficient preparation
- Assists ballot verification, petition checking, and W2 processing for election volunteers

Uncle Geek, Concord CA

Content Marketing Consultant & Founder

December 2022-Present

- Oversees the content calendar for all posts, ensuring **2-3** engaging advertisements per piece
- Develops **4** separate series of podcast schedules, catering to diverse audience interests
- Implements **50+** niche SEO keywords for organic traffic and search ranking growth

American Automobile Association, Berkeley CA

Growth Marketing Associate, GIG Car Share

December 2022-June 2023

- Supervised budgets across channels for **16** active campaigns to meet the CTR & CPA goals
- Launched **4-6** A/B tests per month with a **1.9%** average click through rate over 54 weeks
- Researched & analyzed forecasts for perspective channels including competitive/financial trends
- Designed **67+** creative concepts/assets leveraging industry insights & Key Performance Indicators

Growth Marketing Intern

April 2022-November 2022

- Managed growth marketing filing across **3** markets and **4** advertising channels
- Achieved an **86%** success rate for Snapchat campaigns & optimizations
- Administered creative testing operations and achieved a **3x** increase in testing efficiency
- Supported team lead on monthly accruals report to Finance & Accounting partners

LEADERSHIP EXPERIENCE

Swift Plaza Toastmasters

Vice President of Public Relations

August 2023-January 2024

- Published content maintained a **239** profile average outreach on all social media platforms per week
- Assisted the development of **16+** events with communication strategies, including timelines

Saint Mary's College Asian Pacific American Student Association

Head of Content

September 2020-May 2022

- Created **150+** multimedia assets applying quality storytelling with photography, videography, text
- Organized records of marketing and promotional material for events consisting of **35-70** attendees

AWARDS/AFFILIATIONS

Bay Area Student Shorts Film Festival Best Storytelling

Award April 2021

National Society of Leadership & Success

August 2020-Present