

Russell Peralta

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EDUCATION

Saint Mary's College of California, Moraga, CA

May 2022

B.S. Business Administration; Concentration: Digital Media

GPA: 3.38

SKILLS

MS Office, Google Ads, Snapchat Ads, Apple Search Ads, Meta Ads, Tiktok Ads, Adobe Creative Suite, Canva, iMovie, Final Cut Pro X, UX/UI Design, RStudio, Squarespace, A/B Testing, Campaign Management

EXPERIENCE

American Automobile Association, Berkeley CA

Growth Marketing Associate, GIG Car Share

December 2022-June 2023

- Supervised budgets across channels for **16** active campaigns meet the CTR & CPA goals
- Launched **4-6** A/B tests per month with a **1.9%** average click through rate over 54 weeks
- Led the research for perspective channels including competitive insights, structure, & strategy
- Designed **67+** creative concepts/assets leveraging industry insights & KPI trends

Growth Marketing Intern

April 2022-November 2022

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

Uncle Geek, Concord CA

Content Marketing Manager & Founder

December 2022-Present

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

Saint Mary's College, Moraga CA

Asian Cultural Night Event Coordinator, Cultural Center

October 2021-April 2022

- Co-hosted cultural event selling **180** tickets with **62** participants
- Utilized financial strategy and negotiations to maximize parameters of the event within a budget
- Directed event operations - food/beverage selections and audio/visual service arrangements

LEADERSHIP EXPERIENCE

Saint Mary's College Asian Pacific American Student Association

Head of Content

June 2021-May 2022

- Documented events, achievements, and activities to be shared that align with the club's brand image
- Created **50** multimedia assets applying quality storytelling with photography, videography, and text
- Organized records of marketing and promotional material for events consisting of **35-70** attendees

Vice President of Public Relations

September 2020-June 2021

- Published content maintained a **239** profile average outreach on all social media platforms per week
- Assisted the development of **45** events with communication strategies, including timelines
- Networked with **30+** community groups including departments & organizations, on/off campus

AWARDS/AFFILIATIONS

Bay Area Student Shorts Film Festival Best Storytelling

Award April 2021

National Society of Leadership & Success

August 2020-Present