



916-225-4599



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West Sacramento, CA

### PROGRAMS AND LANGUAGES

HTML, CSS, JavaScript, jQuery, Ajax, Node

Microsoft Office

Adobe Photoshop, Illustrator, Lightroom

Dropbox

Google Drive Suite

### Social Media for Business Platforms

Instagram, Facebook, Yelp, Google

### EDUCATION

Full Stack Web Development

*University of California, Davis*

B.A. / Theatre, Dance

*California State University, Sacramento*

Diploma

*Lakeside Upper School*

### AWARDS

Sacramento Mayor's Choice Award, CSUS,  
2011

Merit Scholar, CSUS 2010

National Merit Scholar, 1997

### REFERENCES

Ryan Rake, Owner

Identity Coffees/ 916-952-3274

Ron Cunningham, Artistic Director Emeritus

Sacramento Ballet/ 916-397-3519

Carinne Binda Cunningham, Artistic Director

Emeritus/ Sacramento Ballet/ 916-397-5889

## ABOUT ME

Passionate, creative, and hardworking, my professional experience has given me experience across multiple disciplines and environments. I am an energetic and an avid learner always ready to dive in and find helpful solutions and systems. I navigate new territories through research and creating connections with professionals across multiple disciplines and work well independently and with others. Time management and organization are tools I utilize to work productively and efficiently while being self-driven in reaching goals.

### Media and Public Relations Director

*Identity Coffees/ Sacramento, CA/ 2016-Present*

Created and managed strategic marketing for a growing small business. Applied a multi-faceted approach of traditional and new media, and strategic collaborations. Utilized time management to reach goals individually and direct group projects. Reported to Company owners and followed marketing goals, budget, and directives.

- Increased monthly gross revenue by 10% via social media collaborations.
- Boosted daily gross sales by 20%-25% per event through monthly Maker event and music series.
- Grew company Instagram account from 600 to 14K followers in 18 months, 90% located in target geographic area.
- Monitored and reported marketing campaign data.

### Director of Food

*Identity Coffees/ Sacramento, CA/ 2018-2020*

Self-taught Chef and Kitchen Manager responsible for creating two food programs at two new cafes. Oversight included kitchen structure, systems, equipment maintenance, and cook training. Effectively managed a team of 8 cooks.

- Food sales account for 50-53% of all café revenue
- Simpleton Café featured in Sacramento Bee '10 Best Brunch Spots' for Sacramento 2019. Both cafes featured in numerous local publications.
- Designed and maintained food cost-of-goods sold at 20%-25%
- Maximized team efficiency through systems-based labor and training models, facility organization, and effective delegation and scheduling.
- Mentored, groomed, and trained successor.

### Director Education and Outreach

*Sacramento Ballet/ Sacramento, CA/ 2007-2016*

Mentored and professionally trained ballet students and Directed a yearly summer intensive training program. Developed and executed community outreach and education programs. Sought and secured funding and managed reporting. Developed outreach marketing.

- Numerous students went on to gain professional contracts as Ballet Dancers with companies across the United States.
- Expanded free Ballet immersion program from 15 students in one school to 90 students over three local elementary schools.
- Increased yearly outreach from 350 individuals (first year) to over 4000 per year in 4 years.