



Travis Taborek

Digital Marketer and Writer



Experience

2018/05 - present

Digital Marketing Consultant (Freelance - Part Time) Reason Generator Inc

Oversaw creation and implementation of three-stage marketing strategy for an indie PC game on Steam platform using objective-first framework.

- Developed and executed Facebook paid ads campaign; maintained CTR of 2.262%, ROI of 74.26%. **Increased conversion rate from 2.24% to 7.23% in first week of campaign**

2017/08 - present

Office Assistant - Mailroom Ricoh USA at Youtube | San Bruno

Performed duties involved in receiving, processing and delivering packages, mail and shipping supplies at Youtube, Google and Nest Labs locations.

- Involved in the shipping of documents, personal items, business prototypes and dangerous goods

2015/05 - 2016/05

News Reporter Calaveras Enterprise | San Andreas, CA

Wrote and provided articles and photos for community newspaper with biweekly production cycle. Worked general assignment beat including crime, local government, and obituaries.

- Assisted in media coverage for Butte Fire of 2015, provided front-page photos for September 2015 landmark issue**
- Posted stories and photos to newspaper web-page and social media as part of company's digital-first strategy



Education

2018/05 - 2018/07

General Assembly, San Francisco, CA Digital Marketing Course

General Assembly trained and certified Digital Marketer. Implemented successful campaign that generated positive ROI in first two weeks.

- Skills include paid social ads, Google Analytics, SEO, SEM, influencer communication, email marketing, content marketing

2009/08 - 2015/03

University of California - Santa Barbara, B.A. Political Science (B.A.)

Concentration: Comparative Politics.

- Coursework included: Modern Political Theory, Government and Politics of Japan, International Politics

2014/09 - 2014/12

Meiji Gakuin University - Yokohama, International Studies, UC Education Abroad Program

Attended Meiji Gakuin University during Fall 2014 semester as part of the University of California Education Abroad Program.

Relevant coursework: Japanese Popular Culture, Japanese (Beginner-Intermediate), International Journalism



Certificates

2018/07

General Assembly Certificate of Completion - Digital Marketing Course

2018/07

Google Analytics Individual Qualification

2018/04

Dangerous Goods Certified Category 6 - IATA



References

Cody Morgan, Lending Tree, Growth Marketer
LinkedIn: <https://www.linkedin.com/in/cody-morgan/>
Email: codymorgan757@gmail.com

Jeffrey Wilson, Bombardier, Central Control Operator
Phone: (650)580-3873
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Personal Info

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LinkedIn
www.linkedin.com/in/travistaborek

GitHub
<https://github.com/travistaborek/mytravblog>

Writing Portfolio
<https://ttaborek.wordpress.com/>



Skills

Paid Social Media Advertising

Content Marketing

Email Marketing

Google Analytics

A/B Testing

Search Engine Optimization

Googld AdWords

Influencer Communication

Web Development:
HTML/CSS/Bootstrap

News Writing/Editing/Blogging

In-person and Phone Interviewing

Enthusiastic, self-motivated, self-starter



Additional Activities

2009/09 - 2010/09

Take Back the Night - UCSB Volunteer

- Participated in volunteer work promoting events including annual Take Back the Night student march
- Recipient of the Associated Students Individual Board Member Award June 2010 for contributions

2011/09 - 2014/08

The Bottom Line - UCSB Staff Writer/Reporter

- Contributor for News and Science and Tech sections
- Covered local activism, social justice advocacy groups, and the video game industry
- Had article referenced in Wikipedia February 2014**



Languages

Spanish

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Conversational

Japanese

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Beginner-intermediate