

Aarik Gulaya

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Profile

Broad background with in-depth experience in marketing strategy and creation with diverse organizations and clients. Understanding best practices and staying on top of trends while creating and delivering a wide range of marketing materials. Demonstrated expertise in managing client databases and outreach management. Goal driven leader with proven success in developing marketing programs and implementation.

Professional Experience

Desert Rose Medical Consultants, Avondale, Arizona

Digital Marketing Specialist, 6/2016-Present

Establish and execute strategies that drove revenue generating traffic to the company website. Manage and implement automated marketing programs.

- Designed a WordPress based medical website using HTML and CSS script to drive traffic and provide customers with a complete understanding of the services offered.

University of Arizona, Tucson, Arizona

Preceptor, 1/2017-Present

Responsible for Flex Lab sessions to answer questions, explain class content, and provide guidance to students.

- Evaluated and provided feedback on student assignment for Microsoft products including Power BI, Access, and Azure Deployment as well as Web Hosting and WordPress.

Startup Tucson/CoLab Workspace/Hacker Growth, Tucson, Arizona

Internship, 5/2015-12/2016

Implemented marketing strategies to build the company brand. Effectively utilized copywriting and email marketing to launch effective crowdfunding campaigns. Supported and participated in Incubator/Accelerator stages and classes working independently and in a team setting.

- Initiated redevelopment and design of Startup Tucson's website to integrate copy and graphic design.
- Managed Rocket Talks Development of marketing strategy and outreach for 10West at the University of Arizona in addition to managing Rocket Talks.

TED, Tucson, Arizona

Director, 1/2016-5/2016

Organized and executed first TEDxUA Live Stream event by securing proper licensing and adhering to University policies. Recruited and oversaw volunteers for event check-in and student verification.

- Generated an innovative social media and email marketing strategy including development of logo and ad placements.
- Managed an event subscription list of 600 individuals resulting in over 250 attendees.

Continued...

Downshift Rally, Phoenix, Arizona

Co-founder, 5/2014-8/2014

Performed a variety of administrative and special project functions. Promoted inaugural event through social media and forums.

- Secured 12 paid participants and sponsorship from local businesses and supporters while co-managing financial accounts.

Alpine Vapor, Alhambra, California

Management Operations Internship, 7/2014

Reorganized inventory and implemented new organizational system.

- Participated in business development procedures to learn management strategies.
- Recommended and supervised the attainment of manufacturing equipment and resale using attention to detail skills to ensure accurate orders.

Gentleman's Brand/NatureWay Delivery, San Diego, California

Marketing, 5/2013-8/2013

Collaborated with social media manager to maintain a cohesive brand message across social media, reddit, and forums.

- Implemented changes to E-commerce (Shopify) operations as well as the addition of a customer review system (Yotpo) to drive consumer engagement within website.
- Streamlined and optimized website through a series of A/B and Multi-Variate testing to enhance the customer experience resulting in an increase of sales by 150%.

Student Leadership Activity

Innovate UA, Tucson, Arizona

Director of Marketing, 1/2016-Present

Developed and created relationship with outreach management team. Spearheaded inventive campaigns for five events through social media, print, and email.

- Expanded mailing list to over 5000 subscribers to advertise internal and external events with key partners including Startup Tucson, Tucson Young Leaders, and The McGuire Center for Entrepreneurship

Education and Credentials

Bachelor of Science, Business Administration in Marketing (2017)

University of Arizona, Eller College of Management – Tucson, Arizona

Technical proficiencies

Google Ad Words Certified; Google Analytics Certified; Adobe: Photoshop, Light Room, Premiere Pro; Word Press; Mailchimp; SPSS, G apps; E-Commerce; Microsoft Word, Excel, Access, PowerPoint, Outlook