

George Munoz

<https://www.georgemun.com/portfolio>

Santa Ana, CA 92706

(714) 318-4605

jorgem6097@gmail.com

Education

University of Denver. *June 2019 - December 2020*

Master of Arts in Marketing Communications *GPA: 3.78*

University of Southern California. *August 2014 - May 2018*

Bachelor of Science in Astronomy

Work Experience

Silvano Mari Films

Marketing Manager

Sept. 2020 - Present

- Reporting to the Marketing Director, build brand awareness and generate leads while managing internal and external marketing campaigns and programs.
- Develop creative sales tools including pitch decks, presentations, trend reports, and data sheets.
- Direct creation of content for website and social media using Photoshop and other creative tools.

George & Co.

Marketing Consultant

Oct. 2020 - Present

- Increase brand awareness of brands by developing marketing collateral and presentations, campaigns, and newsletters.
- Conduct market research and report on clients' competition. Find business issues and create innovative proposals.
- Create unique branded looks and assist with social media campaigns by measuring KPIs and other metrics to recommend adjustments to strategies.

Disneyland Resort

Restaurant Lead

Jun. 2018 - Present

- Reporting to the Main Area Chef, manage more than 20 Cast Members at a single time. Also responsible for food safety and production, and cash counts at the end of the night.
- Train new hires and oversee a separate experience called "The Skyline Lounge".
- Interact with hundreds of guests each day ensuring they have a magical experience. Additionally handle any guest complaints and resolve issues.

Montec Wear

Marketing Coordinator

Jun. - Aug. 2019

- Developed an SMS Marketing Campaign to increase sales and brand awareness. Created custom ads for the campaign using Photoshop and Canva.
- Created a social media campaign to advertise a sale and increase awareness and real estate on Instagram

Cotopaxi

Search/PPC Marketer

Sept. - Nov. 2019

- Conducted market research to identify competitors and what their PPC/SEO keywords were.
- From research, developed a PPC/SEO strategy that would improve current operations. Research also led to proposal of 2 new webpages to improve organic search rankings and to build backlinks.

Key Skills

- Google Analytics
- Hootsuite
- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Microsoft Office Suite
- Market Research
- Mobile Marketing
- Social Media Marketing
- Brand Management
- Management/Leadership
- Communications

Certifications

- Hootsuite Platform Certification
- Advanced Google Analytics

Interests

- Running Half-Marathons
- Visiting National Parks
- Skiing (My Favorite :))
- Reading
- Learning New Languages
- Cooking