

# RODOLFO SARAVIA

BRAND MANAGEMENT - STRATEGY - LEADERSHIP

## EXPERIENCE

### Marketing Consultant

Klein Financial Corporation (Jul 20'-Present)

Responsible for launching digital brand growth for 4 properties. Duties include content development, social strategy, contract negotiation, system and process restructure, and communication with C-Level board.

- Major Wins:**
- Increased SEO by 10%
  - Optimized lead conversion objective by 70%
  - Implemented Project Management Standards
  - Developed and launched new company messaging via digital and social media
  - Developed AD spend strategy for monthly increase of 30% during COVID

### Tiny Giants Co

Marketing Director / BDM (April 19'-June 20')

TGCo. is a global media and marketing agency focused on Strategy, Creatives, and Production. Located in Sydney, Germany, and Los Angeles all projects are shared on a 24hr cycle, bringing continuous workflow and project management for each client. My role overlaps 2 time zones and pulls from European and Australian audiences for marketing strategies and communication styles.

**Industries:** Pharmaceuticals, Food & Beverage, Production Houses, Financial Service, Clothing Brands, Airline, Landmarks

- My Role:**
- Plan and execute marketing strategies for clients and internal procedures
  - Build the on-boarding process for all clients regarding digital, social, and research projects
  - Generate and present monthly reports to TGCo. CEO and all project contacts
  - Manage, build, and maintain all clients communication for the U.S market
- *Concept digitaly native campaigns*
  - *Lead Market Research*
  - *Social Media Management*
  - *Presentation & Public Speaking*
  - *Client Development*
  - *Google Analytics Reporting*
  - *Implement Email Marketing*
  - *Ad Spend Management*
  - *Brand Strategy*

### Wedgwood - Axiom Home Warranty

Marketing Director (June 17'-March 19')

Axiom was an insurance provider for direct to consumer and real estate brokerages in California and Nevada. The newest company amongst its competitors, I helped establish brand recognition and communicated effective service campaigns to consumer and real estate agents through email marketing, effective campaigns, and service seminars. While at Axiom, I also researched and implemented sales solutions that helped support the sales team. The duties below are a sample of the full tasks performed.

- Major Wins:**
- Increased monthly transactions by 475% resulting in \$275k monthly revenue
  - Executed email campaigns that produced 40% conversion rate (industry avg. 17%)
  - Help rank top 4 companies in California (list of 9)
  - Grew audience impression by 200% with engagement of 40%
- Things I Did:**
- *Social Media Management*
  - *Collateral Development*
  - *Sales Funnel*
  - *Ad Spend Management*
  - *CRM Management*
  - *Email Marketing*
  - *Conducted trainings for sales team and real estate agents.*

### 5th Element Magazine

Marketing Executive (Jan 14'-June 15')

Focused on spearheading the digital growth of an online publication. Building relevancy and influential marketing.

### Josephine Jane

Social Media Manager (Aug 15' - Jan 17')

Responsible for generating social media content and producing SMO.

## CONTACT

 310.272.6947

 r.m.saravia86@gmail.com

## MARKETING CERTIFICATIONS

- **Google Ads Display**
- **Google Ads**
- **Google Shopping**
- **Google Digital Marketing**

## SKILLSET

- **Digital Marketing**
- **SEO Strategy & Optimization**
- **Social Media Marketing**
- **Social Media Management**
- **Project Management**
- **AD Spend Management**
- **Contract Negotiation**
- **Reporting**
- **Content Development**
- **Marketing Budget**
- **Data Management**
- **Public Speaking**
- **Team Building**

## EDUCATION

2012-2017  
University of Phoenix  
BS Marketing / Business Development