

AARON O. GARCIA

Email: me@aogarcia.com
Portfolio: aogarcia.com

EDUCATION

University of California, Davis
Communication B.A., Psychology B.A., Professional Writing Minor

Expected: June 2020
Davis, California

Related Coursework: Interpersonal and Mass Communication, Professional Editing, Business Writing

WORK EXPERIENCE

Klenota

Marketing Staff

June 2019–August 2019
Prague, Czech Republic

- Participated in on-site and off-site SEO activities (internal and PR articles, reporting, monitoring)
- Discovered new opportunities for backlinks with bloggers, publishers, and affiliate marketers
- Coordinated and created content for backlinks

Creative Media

Senior Project Manager

September 2018–Present
Davis, California

- Acted as project lead and first point of contact for efforts involving major interdepartmental communication and collaboration
- Oversaw and organized a \$300,000 yearly budget
- Managed multiple marketing programs, from conception to execution, ensuring all elements were being created, produced, and delivered on time
- Presented quarterly reports on completed projects
- Created project briefs, developed project timelines, and assigned relevant tasks to marketing, programming, graphics, and visual communications departments

UC Davis Picnic Day

Publicity Director

June 2017–Present
Davis, California

- Oversaw all communication and marketing for an event that attracts more than 75,000 people each year
- Hired and led a team of 6 Assistant Directors
- Collaborated with the UC Davis Office of Strategic Communications and acted as a liaison to maintain consistent information between the university and Picnic Day
- Managed social media accounts and increased Instagram following by 85%, Facebook following by 60%, and Twitter following by 10% each year
- Acted as the PR representative for Picnic Day with off-campus and on-campus media

UC Davis Picnic Day

Publicity Assistant Director

January 2017–May 2017
Davis, California

- Collaborated and planned marketing initiatives alongside the Publicity Director
- Built and managed email campaigns through calls-to-action and interactive content
- Took high-quality photos of attendees during the event and retouched photos using Adobe Lightroom

SKILLS

- **Advanced in Social Media:** Instagram, Facebook, Twitter, Snapchat, Pinterest, YouTube, LinkedIn
- **Proficient in Content Editing:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook); G Suite (Gmail, Drive, Docs, Sheets, Forms, Slides)
- **Proficient in Industry Software:** Slack, Trello, Basecamp, Asana, Canva, Hootsuite, Ahrefs, Google Analytics