Charles Heredia

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OBJECTIVE: To use my educational background in business management and economics as well as my experience in online marketing, graphic design and web development to gain a position in online marketing at a company where I can contribute to the long-term success, and later advance my professional career in a managerial role.

EDUCATION:

CALIFORNIA POLYTECHNIC STATE UNIVERSITY - SAN LUIS OBISPO:
June 2007, Self-Financed Education
BS Business Administration, Concentration: International Business
Minor: Economics

WORK EXPERIENCE:

SOLARCITY: January 2011 - Present
Online Marketing Manager
Overall duty involved website ownership, email and online management for lead generation
- Owned and managed website
- Continual optimization of user experience for lead conversion
- Managed email marketing design, development, and deployment
- Managed back-end integration to CRM (SalesForce)
- Maintained SEO compliance across enterprise website
- Lead for social media web support and development
- Maintained lead and customer database relationship with marketing
- Managed relationship external development firm

TRAVELOCITY: October 2007 – December 2010
Contributor Web Producer (promoted), Associate Web Producer, Contractor
Overall duty involved web production, multimedia management, and graphic design for Travelocity.com
- Production/development and User Experience for Travelocity Cruise, Travel For Good, and Email
- Multimedia database management
- SEO Quality Assurance
- Ad design, creation, and production art for overall site

SQUARE DEAL RECORDINGS & SUPPLIES: June 2004 to July 2007
Director of Graphics (promoted), Graphic Designer
Manage the graphics department, whose primary function is to conduct the graphic and advertising portion of company marketing as well as three internally owned stores
- Oversee graphic production
- Keep the growing product line visually available to businesses and the public alike
- Negotiate buying for all graphic-related products
- Website development and maintenance
- Design advertisements and display schemes for the company & three internally owned stores
- Design catalogs for a wide and diverse product line

SPECIAL SKILLS: HTML, CSS, ExactTarget, SalesForce, Adobe Suite, CorelSuite. Flash, Final Cut Pro, Pro Tools, Javascript, SQL, TCL, NetPublish, Computer Programs/Skills: Microsoft Office Suite, Windows NT/98/2000/XP, Mac OS