



DESIREE ROSETE

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www.desireerosete.com

DIGITAL MARKETING | SOCIAL MEDIA | BRAND MANAGEMENT | PUBLIC RELATIONS

CERTIFICATIONS

- Social Media Marketing Certified, HubSpot
- Inbound Marketing Certified, HubSpot

INTRODUCTION

Experienced Digital & Events Marketing Specialist, Social Media Strategist, Brand Management and Public Relations professional in the San Francisco Bay Area. Excels in executing strategies to optimize business growth and measurable results.

CAREER PROGRESSION

ASSOCIATE CREATIVE DIRECTOR / MARKETING CONSULTANT - FREELANCE

Eric T Media | San Francisco, CA | Jan 2020 - Present

- Assists the lead director with creative direction on photo and video shoots, providing strategic vision
- Maintains strong partner/client management skills, client objectives, budgets, and deadlines
- Provides advice on branding, positioning, communications and other marketing issues
- Advises on emerging trends and shares best practices knowledge and insights

EVENT MARKETING & BUSINESS DEVELOPMENT COORDINATOR

Exponent | Menlo Park, CA | Apr 2019 - Feb 2020

- Planned and executed marketing events, such as trade shows and customer related events
- Coordinated logistics, including registration and attendee tracking, presentation and materials support, and pre/post-event evaluations
- Coordinated facility, exhibit set-up, equipment and catering requirements
- Assisted in the development of all strategic and tactical marketing initiatives and plans
- Developed and maintained internal communication systems (intranet, newsletters, emails, corporate announcements)
- Assisted in the development of external communication systems (website, social media platforms, newsletters, mailings)
- Planned and executed social media content calendar, working with the graphics department to roll out designs for new campaigns

DIGITAL MARKETING & SOCIAL MEDIA COORDINATOR

Piedmont Avenue Consulting, Inc. | Oakland, CA | Sep 2017 - Oct 2018

- Spearheaded social media marketing and content marketing; developed and implemented digital marketing campaigns
- Created original content for company websites, blog, and newsletter
- Executed project management and Client Account Management
- Consulted with clients on marketing, branding/rebranding and general business growth strategies, assisted with client website development and maintenance

SOCIAL MEDIA AND EVENT MARKETING COORDINATOR

Professional Connector | Oakland, CA | Sep 2017 - Oct 2018

- Assisted in organizing monthly events at various venues throughout the San Francisco Bay Area
- Implemented digital marketing strategies through Search Engine Optimization (SEO) content and email marketing, and social media
- Lead event promotion and cultivated Customer Relationship Management

INTERNSHIPS / OTHER RELEVANT WORK EXPERIENCE

PUBLIC RELATIONS INTERN

Mighty PR | San Francisco, CA | Nov 2018 - Jan 2019

CUSTOMER EXPERIENCE ASSOCIATE

Nordstrom | San Francisco, CA | Apr 2015 - May 2018

PUBLIC RELATIONS & COMMUNICATIONS INTERN

SF District Attorney's Office | San Francisco, CA | Oct 2014 - Dec 2014

ACADEMIC BACKGROUND

California State University, East Bay
- Hayward, CA

B.A. - Public, Professional, &
Organizational Communication

FIELD OF EXPERTISE

- | | |
|-------------------------------|--|
| Digital & Event Marketing | Customer Engagement & Experience |
| Social Media | Search Engine Optimization |
| Brand Reputation & Management | MS Office, Hootsuite, WordPress, & SquareSpace |
| Public Relations | Eventbrite |
| CRM and Email Marketing | EventGeek |
| | HubSpot |

PERSONAL APTITUDE

- Excellent communication skills
- Success working independently and with a team
- Extremely outgoing and detail oriented
- Acknowledged for demonstrating a customer-centric attitude
- Ability to work in high-level environments and deliver results