

SAMUEL GUERRERO

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KEY STRENGTHS

- Adobe Creative Suite (Photoshop)
- Social Media Content Creation
- Social Media Analytics
- Paid Social Campaigns
- Microsoft Office
- Project Management
- Fan Engagement
- Leadership
- Adaptable
- Creative
- Punctual

QUALIFICATIONS

- Strong interpersonal and communication skills
- Reputation for excellence and high work ethic
- Knowledge of Facebook, Twitter, Instagram, Tik Tok & Snapchat
- Innovative when designing and carrying out projects

AWARDS

- [EVMC Breakthrough Professional of the Year 2023](#)
- [IAVM 30 Under 30 Class of 2023](#)

CERTIFICATIONS

- Google Ads Video (2023)
- Google Ads Search (2022)
- Google Ads Display (2022)
- Social Media: Hubspot Academy (2020)
- Google Digital Garage: The Fundamentals of Digital Marketing (2019)
- Adobe Photoshop (2014)

VOLUNTEER WORK

- Intern & Legacy of Leadership Fund Committee Chair – Event & Venue Marketing Conference

EXPERIENCE

SOCIAL MEDIA & DIGITAL MARKETING MANAGER– BRYCE JORDAN CENTER

October 2021 – Present | State College, PA

- Social voice and community manager for the Bryce Jordan Center on Facebook, Instagram, Twitter and TikTok.
- Increased engagement by 300% across all channels and increased following by 96.6% on Instagram and increased following by 5822% on TikTok from Oct 2021 – Jan 2024.
- 3 individual posts across Facebook each having over 1 million organic impressions.
- Creates organic social campaigns for numerous artists coming to the venue to increase awareness of their event while maintaining brand guidelines.
- Strategizes and develops paid digital plans for across Meta, TikTok and Google Ads.
- Collaborates with multiple departments to ensure deliverables are met per event.
- Utilizes Adobe Photoshop to create and resize artwork for venue needs for print, social and digital.
- Manages the arena marketing internship program.

DIGITAL MARKETING MANAGER – CSA MARKETING GROUP

April 2019 – September 2021 | Corpus Christi, TX

- Managed and oversaw the digital marketing efforts for the following; Concrete Street Amphitheater, Brewster Street Icehouse, Rockit's Whiskey Bar & Hurricane Alley Waterpark.
- Social voice and community manager for Concrete Street Amphitheater on Facebook, Twitter, Instagram and TikTok. Which led to an increase in fan engagement by 37% across all social media platforms for Concrete Street Amphitheater.
- Increased followers on Instagram by 300% for Concrete Street Amphitheater over 2 years..
- Created and executed paid social campaigns for 20+ events across Brewster Street Icehouse and Concrete Street Amphitheater.
- Oversaw all digital media efforts across all venues, including but not limited to, scheduling social media for all four venues, creating original content, creating original graphics, website maintenance, and maintaining weekly eblasts to over 50,000 subscribers.

END USER SPECIALIST – W3 SALES

June 2017 – April 2019 | Central, South Texas & Houston

- Analyzed social media and marketing efforts to increase sales and brand awareness.
- Increased engagement and followers by 22% across Facebook and Instagram through Hootsuite.
- Utilized Adobe Photoshop to generate content for social media platforms and website updates.
- Maintained and built relationships with end users in the Central, South Texas and Houston foodservice market.
- Conducted marketing meetings to oversee the social media and intern programs across Texas and Oklahoma.
- Promoted from Sales Intern (June 2017).

CONCERT PRODUCTION INTERN - SAN ANTONIO STOCK SHOW & RODEO

February 2018 | February 2019 | San Antonio, TX

- Assisted in logistics, hospitality, and production to produce 21 concerts in 17 days.
- Consulted with on-site production teams, touring personnel and fellow interns to prioritize tasks and trouble shoot issues.
- Coordinated rider fulfillment, organized and executed transportation for touring personnel, maintained a high level of discretion and professionalism.
- Coordinated artist meet & greets and executed timely event scheduling.

EVENT & ARENA MARKETING CONFERENCE - INTERN

June 2018 | Las Vegas, NV

- Assisted with registration, conference and evening activities, directing and helping conference attendees throughout the event.
- Learned to quickly adapt to an ever-changing agenda.
- Facilitated raffle and 50/50 sales to successfully raise money to continue the intern and scholarship programs.

SAN MARCOS PREMIUM OUTLETS MARKETING INTERN - SIMON PROPERTY GROUP

August 2017 – December 2017 | San Marcos, TX

- Assisted the Director of Marketing and Business Development with production of social media campaigns.
- Generated Excel spreadsheets to track tourism locally and nationally.
- Recruited vendors and managed the annual safety fair event across the property.

MARKETING & PROMOTIONS INTERN - MALKAN INTERACTIVE COMMUNICATIONS

(KZFM • KKBA • KEYS)

June 2015 - August 2015 | Corpus Christi, TX

- Assisted the Director of Marketing with event planning, including weekly promotional events with various sponsors across the city.
- Increased social engagement by 15% across all platforms.
- Generated press releases, created, and posted content to social media platforms, updated the company website.

EDUCATION

BACHELORS OF BUSINESS ADMINISTRATION – MARKETING | TEXAS STATE UNIVERSITY

May 2018 | San Marcos, TX