

Rancho Cucamonga, CA 91730 | [me@robertoavey.com](mailto:me@robertoavey.com) | Professional Profile: [LinkedIn](#) |  
Portfolio: [www.robertoavey.com](http://www.robertoavey.com)

## MARKETING & SALES MANAGEMENT

- Nine years hands-on experience in Google advertising, graphics, online marketing, e-commerce, eblasts, writing, promotions, SEO, mobile marketing, advertising and sales.
- Experience developing marketing programs for multicultural domestic and global markets.
- Proven record in achieving quantifiable results under aggressive, high-pressure deadlines.
- Aptitude for quickly learning new technologies and complex products.
- Project management and team leader.
- Bachelor degree in Mass Communications.

## PROFESSIONAL EXPERIENCE

### **Plastic Surgery Studios**

Rancho Cucamonga, CA. 2009 – Present

#### **Online Marketing Manager & Strategist**

*([www.plasticsurgerystudios.com](http://www.plasticsurgerystudios.com)) Provides total Internet marketing solutions for plastic surgeons, cosmetic surgeons, dermatologists, and cosmetic dentists everywhere. Clients include Dr. 90210 Robert Rey.*

- Manage day-to-day operations of network of websites: [www.PlasticSurgery.com](http://www.PlasticSurgery.com), [www.PlasticSurgeryStudios.com](http://www.PlasticSurgeryStudios.com), [www.iEnhance.com](http://www.iEnhance.com) and [www.CosmeticSurgery.com](http://www.CosmeticSurgery.com).
- Sales consultant and strategist in online technology, marketing and direction of company.
- Report directly to CEO and stakeholders.
- Lead new sales opportunities and serves as liaison between clients & agency.
- Constructed first Social Media team in company's history.
- Manage Facebook, [Quora](#), Twitter and other social media outlets.
- Manage monthly editorial calendar for entire network of websites, and used outside resources like [HARO](#).
- Create new advertising model for CosmeticSurgery.com based off of Google [DFP](#) (DoubleClick For Publishers).
- Generate new revenue opportunities and maximize current revenue streams.
- Implement branding and marketing vision in adherence to Internet best practices.
- Analyze monthly and yearly statistics, forecasting and achievement results.
- Manage an online resource team, which includes sales, SEO, graphics, writing, programming and customer service.

### **Nero Inc.**

Glendale, CA. 2007 - 2009

#### **Online Marketing Coordinator**

*([www.nero.com](http://www.nero.com)) Nero, the creator of liquid media technology, enables liquid content creation and distribution anytime, anywhere, and on any device.*

#### ✓ **Representative accomplishment:**

Helped generate the largest Internet profit in Nero Inc. history between October 2007 and January 2008.

- Managed and directed all Latin American and French Canadian website marketing and promotions.
- Principal leader for all North and Latin American newsletter and eblast strategy.
- Develop creative demographics-based marketing strategies, including an extensive email-marketing program to multiple regions and languages.
- Create compelling newsletter articles, promotions and events on a weekly basis.
- Produce regionalized, language-specific versions of online marketing assets for North America, Latin America and Brazil while adhering to corporate branding standards.

- Implement processes for encouraging up selling and cross selling through online store.
- Improve campaign results through extensive A/B testing and statistical analysis.
- Segment complicated email data using SQL queries through API.
- Monitor and adjust Google AdWords campaigns daily to maximize click-throughs and conversions. (Google Engage Member)
- Partner closely with the Marketing Analytics team on reporting and deep-dive requirements.
- Work closely with partners and vendors in Brazil, Germany, and Japan.
- Execute against budget and ensure accurate expenditure tracking.

## **Jada Toys, Inc.**

City of Industry, CA. 2006 – 2007

### **Marketing Assistant**

[www.jadaclub.com](http://www.jadaclub.com)) Jada manufactures authentically licensed and highly stylized die-cast collectibles; radio controlled vehicles and electronics toys.

- Managed progressive marketing campaigns, such as [www.iplayaz.com](http://www.iplayaz.com).
- Handled media buying and relationship building.
- Directed exhibiting at large key events, like [CES](#).
- Wrote press releases and instituted a media wire to support marketing campaigns.
- WEB promoter over guerrilla marketing group, WEB updates and monthly newsletter editor.

*“I had the privilege of working with Roberto on several projects. Roberto's charismatic and creative approach to developing new and innovative ideas is in a class all its own. One of the great things I enjoyed in working with Roberto was his ability to see the ‘larger picture’ and how he was able to find solutions to challenges that served as a path for others to follow.” - LinkedIn*

David Jarvis  
Director, Packaging Design  
Jada Toys, Inc.

## EDUCATION

**Midwestern State University**, Wichita Falls, TX  
*Bachelor of Arts, Mass Communications*  
Graduation Date: December 2003

## PROGRAMS

- Mac and PC
- Microsoft Word, Excel, Access, Info Path, PowerPoint
- CS5 (Dreamweaver, Flash, Photoshop, Illustrator, Premiere, After Effect)
- Avid Studio
- Final Cut Pro
- Pro Tools

## LANGUAGES

- Fluent in English
- Fluent in Portuguese
- Conversational in Spanish

## WEB TECHNOLOGIES

- HTML
- JavaScript
- CSS
- FTP
- JQuery

## DISCIPLINES

- Email/Mobile Marketing
- User Experience (UX)
- Video Editing
- Storyboarding
- A/B & MVT testing
- Google AdWords
- Marketing Campaigns
- Cart Optimization
- Online Sales

## AWARDS

- Journalistic Award of Excellence by Texas State Representative David Farabee. Midwestern State University.
- First-place award for documentary “Roots of Faith,” an overview of Muslims and Jews in the North Texas area. Midwestern State University.
- Addy Award for collection of commercials called “I.B. Long Private Investigator,” for client Union Square Federal Credit Union.