

Steven Cabral

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PROFESSIONAL PROFILE

Creative marketing professional with talents in operations, coordinating, digital marketing, studio production, management and logistics. Successful in systems implementation, product launches and processes establishment. Actively seeking marketing coordinator position in Radio, entertainment, hospitality and advertising media industries.

PROFESSIONAL EXPERIENCE

Digital Marketing Coordinator– *The Karel Cast, Las Vegas, NV*

January 2017 - PRESENT

- Project management and technical production of podcast including audio recordings, editing, and distribution.
- Coordinate marketing through digital and traditional channels on social, web and terrestrial outlets through creative collaboration.
- Content producer advising on show direction, news, music, website properties and booking special guests.
- Digital asset management.
- Coordinate marketing initiatives on listener outreach and engagements for increasing subscribers.
- Email marketing with project automation utilizing Mailchimp, Constant Contact.

Web Marketing Coordinator – *Apartment SEO, Long Beach, CA*

May 2016 – December 2016

- Achieved certification in Analytics by Google, Inc.
- Developed new and existing web properties (including social media, website, blogs and content) for agency clients.
- Manager; social and Google accounts with focus on PPC and user interaction.
- SEO implementation on content, keyword research, and project management.
- Content creation and procurement; proofreading, editing, rewriting.
- Google Search Console; keyword research and targeting, competitive analysis on keyword terms and phrases.

- Google Search Console; remarketing, analytics, and third party tracking code site implementation and account establishment.
- WooCommerce; integration and market management.
- Wordpress, Adobe Creative Cloud, Photoshop, Illustrator, Office 365, HTML, .PHP, .ASP
- Email Marketing Automation Tools: MailChimp, Hubspot, Hootsuite
- Author specific email copy for email market lists and subscriber segmentation.

Digital Project Manager – *Ultra Mobile, Costa Mesa, CA*

July 2013 - May 2016

- Project Manager through successful launch of retail marketing platform entitled “Ultra TV.” Into 1500 retail locations.
- Managed a team of 12 persons to assemble 1500 digital billboards for product launch.
- Efficiently managed departmental expenditures on shipping, materials and labor effectively reducing cost by 30% and increasing ROI.
- Product documentation and process development
- Advertising platform development and implementation
- Ad trafficking and micro targeting
- Warehouse shipping and receiving; mail sorting, distribution,
- Inventory management and accountability
- Shipping management and cost accounting
- RMA and Warehouse management
- Established customer support center utilizing Zendesk and trained associates on product support and process RMA.

Office Coordinator – *Navteq Traffic, Los Angeles, CA*

July 2008 - May 2013

- Assistant to Vice President of sales western region handling travel, presentation media, RFP's and conferences.
- Creator effective sales presentations for web conference broadcast and local meetings.
- Traffic media buys with Traffic.com network for content insertion on traffic sponsorship.
- Office administrator responsible for maintaining multiple relationships with media agencies, vendors, buyers and property management.
- Travel logistics; accommodations, ground transportation and air travel.
- Event coordinating; conference setup and scheduling

Outreach Coordinator – *The Wall-Las Memorias, Los Angeles, CA*

July 2002 - June 2008

- Coordinator of outreach programs and events to local communities within the Los Angeles area.
- Logistics and events planning; coordinated procurement of all materials, supplies and venues for non-profit events, raffles, parties,
- Maintained relationships with donors
- Nurtured partnerships with other non-profit organization

Marketing Coordinator – *KFI AM-640, Los Angeles, CA*

July 2001 - June 2008

- Support of marketing director on multiple creative marketing initiatives increasing radio listeners and online user interaction by 40%.
- Project coordinator in logistics on outdoor special events, concerts, talent appearances, and special promotions.
- Coordinated marketing collateral for special events and station gear. Responsible for inventory and expenditure tracking.
- Successfully planned and executed multiple station marketing events utilizing cross departmental resources and relationships with agencies and vendors.

EDUCATION

- **Broadcasting – Telecommunications** – *Pasadena City College, Pasadena, CA*
- **Diploma - Woodrow Wilson High School** – *Los Angeles, CA*

PROFESSIONAL SKILLS

- Master of Microsoft Office programs (Word, Excel, PowerPoint)
- Proficiency in Adobe Creative Cloud, Photoshop, Illustrator, Premiere Pro, Audition.
- Effective project manager with focus on efficiency and time management.
- Outstanding organizational, multitasking, and problem-solving abilities.
- Experienced database administration and logistics coordinator.

PROFESSIONAL CERTIFICATIONS

- Google Analytics Certified - Google, Inc (October 2016 – present)
- Digital Marketing Consultant – Radio Advertising Bureau (October 2011 – present)

LANGUAGE COMPETENCIES

- English: native language
- Spanish: fluent (speaking, reading, writing)