



# MARIO E. PEREZ

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## Personal Background

- ◆ American Marketing Association – VP of Finance. Implemented fundraising campaigns, retained focus on target demographic (student/major), built relationships, obtained product donations, and reconstructed the chapter’s website. Over \$5,500 gained in school funding and chapter fundraising leading to a 70% increase in club membership.
- ◆ Self-marketing – www.depthsofnovember.com. Self-published Author – *Rise of November*.
- ◆ Experience in the creation and implementation of marketing campaigns and brand development within self-published work. Global distribution and recognition through online presence, giveaways, contests, networking and product placement.
- ◆ Trade show promotion and renown public speaking through radio internship and self-marketing. Background in sales used to implement influence.
- ◆ Communications emphasis in adaptability and diversity. Able to convey various messages, present costly estimates, and instill policies during contempt, stressful, and dire situations.

## Education

### **Bachelor of Arts in Administration, Marketing Concentration**

CSU, San Bernardino | 5500 University Parkway, San Bernardino, CA 92407 | Present – June 2017

### **Associate of Arts in Liberal Arts, Humanities and Communications**

Mount San Jacinto Community College | 28237 La Piedra Road, Menifee, CA 92584 | 2008 – 20014

## Experience

**Coyote Advertising** – Account Executive & Writer | San Bernardino, CA | 2016 – Present

**Vail Ranch Veterinary Hospital** – Lead Veterinary Technician | Temecula, CA | 2008 – Present

**K103.9 the Mix** – Promotions Intern | Temecula, CA | 2015 - 2016

**L.A. Times Festival of Books** – Exhibitor & Marketing | Los Angeles, CA | 2014 - 2015

**Bizarre A.C. Horror Expo** – Exhibitor & Marketing | Atlantic City, NJ | December 2014

**Vegas Valley Festival of Books** – Exhibitor & Marketing | Las Vegas, NV | November 2014

## Qualifications Summary

- ◆ Campaign creation and coordination
- ◆ SWOT analysis
- ◆ Case study evaluation
- ◆ Communications with diversity
- ◆ Renown public speaking
- ◆ Prioritization and time management skills
- ◆ Team building and leadership
- ◆ Trade show promotions
- ◆ Networking and public relations
- ◆ Social media and global marketing
- ◆ Brand creation and product placement
- ◆ Web and graphic design
- ◆ Distinguished writing skills
- ◆ Fluent in Spanish

