

Nina Ragonese

Marketing Director

PERSONAL INFO

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SKILLS

- Branding
- Email Marketing
- Web Design
- Analysis
- Event Planning
- Copy Writing
- Web & Print Content Development
- Creativity
- Problem Solving

TOOLS

- Adobe Illustrator
- Wix
- Constant Contact
- Google Analytics
- iMovie
- CRM
- Facebook advertising
- MS Office Suite

CERTIFICATIONS/AWARDS

- Hubspot Growth Driven Design
- Hubspot Inbound
- Hubspot Email Marketing
- Constant Contact All Star, 2016, 2017
- Bronze Medal winner in USF's Strategic Management competition, 2015

INTERESTS

- Writing music/guitar/singing
- Road biking
- Llamas
- Red wine and dark beer



EXPERIENCE

8/2015 - Present **Marketing Director**

Mountain Peak Financial, Inc.

- Developed all marketing and design, and implementation of systems and procedures within the company.
- Designed and crafted print and web marketing materials and ensured uniformity in the brand image across all pieces.
- Planned and promoted 3 client appreciation events yearly, as well as a quarterly educational workshop series on various topics related to retirement planning in order to deepen relationships with clients and provide a well-rounded retirement education.
- Eliminated the use of outside marketing vendors by doing all graphic design, website design, email marketing, and sales materials in-house.
- Redesigned website to better portray our brand and reach existing and potential clients by integrating it throughout all marketing, and continuously improved the website as needed.
- Defined the company's sales process, developed sales materials to be used throughout prospects' journeys, and organized a system for easy implementation of the process.
- Organized monthly public retirement planning workshops in order to generate leads, resulting in 51% of business over the past 3 years.
- Tracked all marketing analytics to report on ROI, campaign effectiveness, barriers to conversion, and projections for meeting goals.

8/2015 - Present **Freelance Marketer**

Branding, website design, copy writing, graphic design, and promotional materials for clients in a variety of industries including music, spirituality, mental and physical health, and film/animation.

2/2012 - 5/2015 **Marketing Assistant**

University Ministry, University of San Francisco

- Conducted and reported on a university-wide market research to determine the effectiveness of the department's strategies for reaching the students.
- Designed promotional graphics for events and developed branding elements with the use of programs such as Adobe Illustrator and InDesign.
- Developed and managed student programming and events.
- Created content such as news stories, presentations, and videos.
- Managed social media pages including Facebook, Twitter, and Instagram to advertise events, promote the office, and facilitate outreach to students.

EDUCATION

2011 - 2015 **University of San Francisco, San Francisco, CA**

Bachelor of Science, Business Administration – Marketing; Minor: Music
Cum Laude

Fall 2013 **Ateneo de Manila University, Manila, Philippines**

Casa Bayanihan - Study Abroad Program