

# Nina Ragonese

## Marketing

### CONTACT INFO

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/ninaragonese

### SKILLS

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

### TOOLS

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

### CERTIFICATIONS

- Hubspot Growth Driven Design
- Hubspot Inbound
- Hubspot Email Marketing

### AWARDS

- Constant Contact All Star (2016, 2017, 2018)
- Bronze Medal winner in USF's Strategic Management competition (2015)

### PERSONAL INTERESTS

- Playing guitar/singing
- Biking, hiking, camping
- Llamas
- Red wine and dark beer

## EXPERIENCE

### 10/2019 | Creative Specialist

- Present | *Skyrocket Education Services*

- Developed brand identities, style guides, and templates for each charter school client
- Provided graphic design for digital marketing such as social media posts, advertisements, and website mockups, as well as print materials such as brochures, postcards, certificates, and more
- Wrote copy for radio ads and educational video scripts, and recorded voiceovers for all
- Managed client social media accounts. Brainstormed and developed content to appeal to multiple audiences. Tracked and analyzed key metrics to improve performance

### 8/2015 - | Marketing Director

Present | *Mountain Peak Financial, Inc.*

Transitioned to part-time 10/2019

- 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.
- Lead annual strategy review and planning meetings, presenting on the previous year and setting goals for the coming year.

[View metrics & samples at www.ninaragonese.com/mpf](http://www.ninaragonese.com/mpf)

### 8/2015 - | Freelance Marketer

Present | *Nina Ragonese Brand & Web Design*

Branding, website design, copy writing, graphic design, and promotional materials, primarily for jazz musicians in Los Angeles.

[View portfolio at www.ninaragonese.com/hello](http://www.ninaragonese.com/hello)

### 2/2012 - | Marketing Assistant

5/2015 | *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
- Developed and managed student programming and events.

## EDUCATION

2011 - University of San Francisco, San Francisco, CA

2015 Bachelor of Science, Business Administration – Marketing;  
Minor: Music, Cum Laude