

ANGEL SOLÓRZANO

EDUCATION

University of California, Santa Barbara, Santa Barbara, CA

Bachelor of Arts, Communication And Political Science Double Major , 06/2021

- Minor in Professional Editing

WORK HISTORY

MARKETING COORDINATOR 08/2021 to Current

LifeSource Water Systems, Pasadena, CA

- Managed the digital marketing campaigns including Google and Bing PPC and NextDoor, totaling up to about \$150k in monthly budget and increased leads by 24%, while reducing cost per lead by 6%.
- Wrote email and radio advertising copy alongside content for digital marketing campaigns and the company website.
- Worked with vendors in the television and radio market to launch campaigns that have seen an increase in leads from these mediums by 18%.
- Analyzed company data to propose new marketing campaigns and optimize ongoing ones.

SOCCER JOURNALIST 07/2021 to 09/2021

LA Soccer Press, Los Angeles, CA

- Researched, wrote and published news articles regarding soccer on a weekly basis, covering the most relevant and timely topics in the game.

PUBLIC RELATIONS AND MARKETING INTERN 05/2020 to 12/2020

#ICANHELP

- Developed informative press releases that effectively portrayed company-messaging strategies and kept customer informed of upcoming campaigns.
- Formulated numerous press contacts that allowed for greater exposure and knowledge of overall communications strategies.
- Orchestrated innovative marketing campaigns to boost awareness, engagement, and sales.

RESEARCH ASSISTANT 05/2019 to 12/2019

UCSB Department Of Communication

- Used Excel to gather, arrange and correct research data to create representative graphs and charts highlighting results for presentations.
- Validated incoming data to check information accuracy and integrity while independently locating and correcting concerns.
- Planned, modified and executed research techniques, procedures and tests.

COLLEGE JOURNALIST 02/2019 to 08/2019

The Globe Post, Santa Barbara, CA

- Applied understanding of public opinion, social media, and traditional media use to create engaging and attention-grabbing stories.
- Researched, wrote, and edited stories four stories a month for multiple platforms, including Internet and digital channels.

DIGITAL MEDIA INTERN 10/2018 to 12/2018

Santa Barbara Independent

- Managed the Facebook, Twitter, and Instagram accounts of the publication.
- Posted highlights of every published article on to social media sites in order to engage 81,000 followers of the publication.
- Increased user interactions by 20%, and posted the all-time most liked and commented post in the company's history.

PUBLIC RELATIONS AND MARKETING ASSISTANT 06/2017 to 08/2017

Alianza De Futbol

- Drafted press releases detailing relevant information and worked with news media to increase public awareness and engage the community.
- Managed the social media of an organization that facilitated the connections between professional soccer teams and aspiring professional players.
- Wrote and edited articles, web content, advertising copy, periodicals and publications for internal and external audiences.