

RAMON MAGHSOUDI

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714.944.7943

I am an experienced and innovative communications and marketing leader with 15 years of practice in managing, developing, and marketing digital products within B2C and B2B markets. Working in numerous segments of the technology world has given me the technical and analytical problem-solving skills necessary to resolve complex challenges facing businesses of all sizes.

SKILLS

- Project Management
- Web Development
- Business Development
- E-Commerce Management
- Data Management & Analysis
- Global Marketing Experience
- Content Marketing
- Email Marketing
- Search Engine Optimization (SEO)
- Online Advertising (SEM, PPC)
- Excel, Powerpoint, Access
- Photoshop, Premiere Pro
- Marketo, HubSpot
- Google Analytics
- CRM: Salesforce, NetForum

WORK EXPERIENCE

Marketing Manager

California Teachers Association | 2014 - Present

As CTA's Marketing Manager, I develop strategies for member outreach and engagement. I design and execute marketing plans to enhance social media outreach campaigns and utilize CTA's extensive membership database to target 300,000+ members with relevant information to keep them engaged and excited about their professional community.

As part of my growth initiative I modernized the lead generation process and overall marketing funnel for CTA's in-person and virtual conferences. The newly developed event registration system has helped the organization track and improve event marketing and attendance by 130%.

Communications Consultant

California Teachers Association | 2012 - 2014

One of my main responsibilities as the Communications Consultant was to design programs to help CTA members with career advancement. Under my supervision a new Learning Management System was implemented with hundreds of hours of video instructions and professional development content. This new program helped the organization grow course completion by over 500%.

Software Engineer

Proxicom/iCrossing | 2011 - 2012

I worked with teams of designers and engineers to develop web and mobile applications for high-traffic, public-facing digital projects. It was my responsibility to be the bridge between front-end and back-end engineers. Clients included Toyota USA, Epson America, and the Cosmopolitan of Las Vegas.

Chief Technology Officer

Radio Nabz | 2009 - 2012

I designed and developed the online streaming technology needed for running three 24/7 radio stations equipped with an automated DJ process and an interface for live radio programs. I managed a team of developers and designers to build a WordPress-powered website, which included modules for event ticket purchases, song purchases, music videos, and podcasts. With my multilingual and cross-continent marketing plan, digital and streaming traffic grew from zero to 100,000+ MAUs in less than 2 years.

Multimedia Specialist

California Teachers Association | 2008 - 2011

As CTA's Multimedia Specialist I was involved in the development and redesign of CTA.org and its sister websites using the latest web development technologies and various content management systems (Sitecore, Drupal, and WordPress).

EDUCATION

San Francisco State University

BA in *Economics*

College of San Mateo

AS in *Computer Information Science*

CERTIFICATIONS

Google Analytics Academy

Advanced Google Analytics

Google Analytics for Power Users

HubSpot Academy

Inbound Marketing

HubSpot Marketing Software