

# RAMON MAGHSOUDI

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I am an experienced marketing strategist with 15 years of practice in managing, developing, and marketing products in B2C and B2B. 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.

## AREAS OF EXPERTISE

- Project Management
- Web Development
- Business Development
- WordPress Development
- Google Analytics
- Email & Content Marketing
- Marketing Automation
- CRM & Inbound Marketing
- Search Engine Optimization (SEO)
- Online Advertising (SEM, PPC)
- Office Applications
- Photoshop, Premiere Pro
- HTML, CSS, Javascript
- SFMC, Marketo, HubSpot
- CRM: Salesforce, netForum

## WORK EXPERIENCE

### Senior Digital Marketing Manager

Parse Biosciences | 2022 - Present

I currently manage and run the digital team at Parse. My team's responsibility is to keep the following aspects of the MarCom stack running smoothly and efficiently:

- Marketing automation: HubSpot (Marketing, Sales, and Support)
- Web analytics: Google Tag Manager & Google Analytics (Universal & GA4)
- Search engine optimization: Semrush & programmatic SEO
- Organic social: LinkedIn and Twitter
- Paid media: Google, Microsoft, LinkedIn, Twitter, Reddit

### Senior Digital Marketing Manager

Halo Labs | 2021 - 2022

I created the strategy around and set up Halo Labs' MarCom stack with an eye on increasing the sales team's productivity and maximizing revenue for the company. I also oversaw the marketing efforts on all relevant digital channels to bring in new leads.

Automation was at the center of these efforts. I configured webhooks for marketing and sales components to work seamlessly to increase lead conversion.

## **Marketing Manager**

California Teachers Association | 2014 - 2021

At CTA, I oversaw the lifecycle marketing efforts and created strategies for member outreach and engagement. My team's plans enhanced social media outreach and utilized CTA's extensive membership database to target 300k+ members with relevant information to keep them excited about their association.

I developed and implemented multiple automated email marketing journeys for CTA members:

- Drip email campaigns for new member onboarding with complex engagement-driven logic.
- Professional development student programs.
- Leadership development programs.

## **Communications Consultant**

California Teachers Association | 2012 - 2014

In this role, I designed programs to help CTA's over 1,000 local chapters to help members with career advancement. Under my supervision, CTA implemented a new Learning Management System with hundreds of hours of video instructions and professional development content. This unique program helped the organization grow professional development course completion by over 500% in two years.

## **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 two years.

## **EDUCATION**

### **San Francisco State University**

BA in *Economics*

### **College of San Mateo**

AS in *Computer Information Science*

## **CERTIFICATIONS**

### **Google**

*GA for Power Users, Google Ads*

### **HubSpot**

*Inbound Marketing, HubSpot Marketing Software*