

MARCELINA ROBLEDO, LSSBB

MARKETING & COMMUNICATIONS | PROJECT MANAGEMENT | DEVELOPMENT

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My experience allows me to build multi-channel campaigns using traditional and digital marketing methods to amplify the brands for my clients and/or employer, and to build long lasting mutually beneficial business relationships.

I am entrepreneurial-minded, out-of-the-box thinker, Lean Six Sigma Black Belt certified, career-long experience in Marketing, Project Management, Strategic Planning, Business Development, Organizational Development, and Management.

EDUCATION

MEDIA STUDIES & FILMMAKING, BA

Union Institute & University

Cincinnati, OH

Graduated 2007

WEB DESIGN / AUDIO VIDEO

Cincinnati State & Community College

Cincinnati, OH

Attended 1999 - 2001

CERTIFICATION

LEAN SIX SIGMA BLACK BELT

October 2018

Cincinnati, OH

MEMBERSHIPS

THE ARTS FEDERATION,

Regional Arts Council Member, 2021 - PRESENT

GREATER CINCINNATI HUMAN RESOURCES

ASSOCIATION, Diversity Engagement & Inclusion

Committee, 2019 - 2020

CINCINNATI HISPANIC CHAMBER OF COMMERCE,

2019 - 2020

SKILLS

MANAGEMENT

- » Marketing & Sales Strategy
- » Media Planning & Buys
- » Budget Development & Execution
- » Data Analysis & Reporting
- » Training & Consulting

DIGITAL MARKETING

- » Search Engine Optimization & Search Engine Marketing
- » Influencer Marketing
- » Affiliate Marketing
- » Social Media
- » Content Creation: Blogs, Website, Podcasts, Vlogs

PROJECT MANAGEMENT

- » Initiating
- » Planning
- » Executing
- » Monitoring & Controlling
- » Closing

WEB DESIGN

- » WordPress
- » Divi by Elegant Themes
- » Constant Contact/Mailchimp
- » WooCommerce
- » Google Site Kit (SEO)

WORK EXPERIENCE

EXECUTIVE DIRECTOR

JAN 2023 - Present | Flora Community Club, Flora, IN

Flora Community Club is to engage in activities which encourage the growth and development of children and citizens and to foster community activities to educate, enrich, entertain, and enliven the Town of Flora and its environs

The Executive Director leads the organization to grow in four areas: visibility, recruiting and utilizing volunteers, generate revenue streams, and asset development.

- » Strategically leverage the organization's assets, the Arena, Event & Education Center, and Depot, to generate revenue
- » Partner with local business owners, community leaders in the town, county, and region to promote Flora and the club assets
- » Event planning and management of community centered activities

MULTI-MEDIA CONSULTANT

JUNE 2022 - Present | WLFI - TV18 West Lafayette, IN

WLFI-TV 18 is the local CBS affiliate media station in the region.

Multi Media Consultants discovers new advertising business opportunities, manage the commercial making process from concept to airing on TV and digital devices, and consult the advertiser on the best on air or digital solutions.

- » Prospect leads in the local, regional and national markets to advertise on WLFI platforms
- » Meet with new and existing clients to create effective commercial campaigns to promote their business, products, and services
- » Create and present proposals and presentations to decision makers

DIRECTOR OF ORGANIZATIONAL DEVELOPMENT

FEB 2019 - JAN 2022 | Breakthrough Performance Group, Cincinnati, OH

Breakthrough Performance Group (BPG) transforms people and organizations with Lean Six Sigma training and certifications to individuals and company wide. BPG also offers process improvement and change management consulting to individuals and companies.

The Director of Organizational Development trains and consults companies during transitional periods with process improvement and change management methodologies.

- » Sought and on-boarded new consultation clients who wish to implement process improvement methodologies
- » Provided one on one coaching to clients' employees during the transition period
- » Networked with entrepreneurs and C-Suite level decision makers to provide professional development skills

MARKETING & COMMUNICATIONS DIRECTOR

APR 2016 - MAY 2017 | Art Academy of Cincinnati

The Art Academy of Cincinnati (AAC) is an accredited four-year college, which offers Bachelor of Fine Arts (BFA), Master of Arts in Art Education (MAAE), and Community Arts Education.

The position of Marketing and Communications Manager for the AAC encompasses managing the brand across various platforms including print, television, radio, and web. Work cross-departmentally with Development, External Relations, Community Education, Admissions, and the Faculty to promote programs, classes, exhibitions, and the school as a whole.

- » Developed and managed a \$100K marketing budget for 2016/2017 school year, including ad buys for radio, TV, and online
- » Directed the annual revision of the Academic Catalog, seasonal Community Education catalogs, and Admissions collateral
- » Increased web presence via Search Engine Optimization (SEO) and Social Media strategies