

Jose Gallegos

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Skills

- Adobe Photoshop & InDesign
- Business Development
- Community Building & Management
- Content Strategy/ Storytelling
- Copywriting
- Marketing Programs
- Project Management
- SEO Marketing
- Social Media Marketing & Strategy
- Spanish (Fluent)
- Wordpress

Education

San Jose State University

Bachelors in Science - June 2014
Major: Advertising | Minor: Marketing

Ohlone College

Associates in Arts (2x) - May 2012
Human Development & Liberal Arts

Study Abroad Programs

China - International Business
Egypt - International Relations
Spain & Morocco - Global Sociology

Community Involvement

Ace Charter School, *Digital Media* (2013-Present)
Monitor Newspaper, *Ad Sales* (2009-2012)
Ohlone College, *Peer Mentor* (2008-2011)

Honors & Awards

Best PSA Campaign
2014
SJSU

Q4 Rockstar
2013
SOL REPUBLIC

Best B2B IMC Plan
2012
Cisco & SJSU

Video Contest Winner 2012
Volaris Airlines

Work Experience



Content Marketing & Community Manager

Humanity.com, Inc. | San Francisco, CA
(08/2014-Present)

- Create marketing programs with detailed goals and tactics to drive awareness and grow sales conversions for company SaaS products (Humanity.com, and ShiftPlanning).
- Produce engaging content and storytelling frameworks that stayed true to the brand personality, appealed to audience, and supported company quarterly goals. All content was strategically scheduled on editorial calendar.
- Manage international team of copywriters, designers, and web developers to execute content pieces for blog posts, case studies, email campaigns, infographics, landing pages, surveys, social media campaigns, and webinars.
- Monitor all online conversations relating to company on social media/web and respond accordingly.



Digital Marketing Specialist

Sol Republic | San Francisco, CA
(12/2012-2/2014)

- Built and maintained online community of brand advocates that grew from 4,000 to 25,000 members in 14 months. Executed digital campaigns and strategies for platform growth and generated reports to evaluate program performance with Google Analytics.
- Executed several marketing projects simultaneously related to business development, e-commerce, events, mobile app development, and product marketing.



Social Media Intern

Ticketmaster | Hollywood, CA
(09/2012-12/2012)

- Managed all activity on Ticketmaster US and Canada social pages (Facebook, Twitter, YouTube).
- Created analytical reports on fan & follower growth and use data to help evaluate performance of content.
- Partnered with artist relations and public relations teams to craft social campaigns related to brand identity, customer care, and tour sales.



Public Relations Apprentice

H&M Communications | West Hollywood, CA
(5/2012-12/2012)

- Developed and executed integrated marketing campaigns for new movie releases from Universal Pictures.
- Reached out to popular brands, online communities, influential bloggers, and local businesses for partnership opportunities.
- Collaborated with film crew and video editors on creative direction and production of videos.
- Attended press junkets, video productions, and red carpet premieres to assist with various projects on site.



Disney College Program Intern

The Walt Disney Company | Orlando, FL
(1/2010-6/2010)

- Engaged with guests to promote advertising programs at Walt Disney World resorts.
- Completed Corporate Analysis & Theme Parks Marketing courses at Disney University.