



RICARDO MONTERO

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DIGITAL MARKETING MANAGER | SOCIAL MARKETING STRATEGIST

Architect of digital marketing and social media content with proven success devising web marketing strategies that have crystallized brands from relative obscurity, building start-up ventures, forging strategic partnerships, driving revenue, and growing profits in competitive markets. Respected leader and accomplished program developer, able to pull together diverse groups to efficiently work toward a common goal.

Dynamic business leader who utilizes creativity, influence and team developing to design and execute solutions that create customer value and promote consumer engagement. Complete, in-depth understanding of social media/Internet tools, trends, and business models to raise an organization's visibility and social media profiling across all digital platforms.

SKILLS & ABILITIES

- Social Media Campaign Strategy and Digital Content Marketing Management
- Digital Content Strategy and Design
- Client, Vendor and Agency Relationship Building
- Internet Brand Marketing and eCommerce
- Market Research and Strategic Positioning
- Platform Management and Analysis
- Sales Awareness and Value-based Product Offering
- Brand Watch, Digital and Social Platform Analytics
- Brand Voice & Reputation Management

Facebook – Instagram – Twitter– LinkedIn – Tumblr – Periscope – Pinterest – YouTube

PROFESSIONAL EXPERIENCE

CANON USA – MELVILLE, NY

2013 – Present

DIGITAL MARKETING SPECIALIST – SOCIAL MEDIA

Coordinates online marketing and merchandising campaigns through Canon's back-end platform fostering a strong, visible social media presence, developing concepts with viral potential for a leading global provider of consumer, B2B, and industrial digital imaging solutions.

- Manages 11 comprehensive content calendars for various business units to include education, B2B, consumer goods, and corporate communications. Collaborates with numerous multidisciplinary product teams to foster shared enterprise, review analytics, and deliver measurable, quantifiable metrics exhibiting impact of proposed customer engagement efforts.
- Researched and identified new ways to increase event attendance with organic content, leading to a rise of over 25% in attendance. With KPI's being exceeded, analytical data was utilized to retarget key demographics with paid media to see a **lift of over 50% in website conversions**.
- Developed, launched, and maintains company's first **Instagram** account successfully driving brand awareness and engagement. Increased traffic for Canon USA growing followers from **zero to 500K in just over 15 months**.
- Led Digital Marketing Services team seamlessly through time-sensitive electronic correspondence platform migration effectively hosting all images, content and schedules in a central, secure location encapsulating a faster and more streamlined method of publishing more content with less effort. Resulted in an **astounding 93% time efficiency increase** and more focus on content analytics, performance, and design.
- Conceptualized divergent organic **Twitter** campaign strategy that increased average interactions per tweet by 54%, **surpassing the average from 9.4% (2014) to 14.5% (2015)**.
- Identifies and taps into new channels to optimize ROI and fuel revenue growth. Partners with Corporate Communications Department to attain goals, analyze objectives, and formulate concepts on developing engaging content with zero ad spend; resulted in **exceeding fan acquisition targets by 110%**.

SQUARESPACE – NEW YORK, NY

2013 – 2013

CUSTOMER CARE SPECIALIST

Provided an unparalleled user experience and technical support for a fully hosted, sophisticated award winning and Forbes-listed website publishing service supporting over 1 million customers throughout the U.S. and overseas.

- Collected valuable insights from specific research projects, syndicated studies and competitive intelligence. Effectively identified consumer needs, researched functionality of the concern, determined optimal product or service offering, and reported results to the Development team for further review. Directly contributed to more than a 15% increase in support ticket volume, a 90% customer service level rating, and the attainment of **one of the nation's premier business awards** - the **Gold Stevie Award** for Customer Service Department of the Year – Computer Services.

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RickMontero.com

2011-Present

SOCIAL MEDIA CONSULTANT

Coordinates the identification of marketing tactics while aligning with client's established strategic imperatives. *Creates social media marketing strategies for local businesses targeting community management, brand identity, advertising, and consumer engagement.*

- Identifies and cultivates relationships with key vendors; integrated e-commerce solutions to include design/development of an online catalog of 700+ products, a customized payment gateway and processor, and a streamlined UPS shipping platform. *Assisted clients in **surpassing 10,000 social media impressions in a one-month period.***
- Researched and conceptualized social media marketing strategies to best target core demographics resulting in **over 26,000 views in 2 days** on Snapchat. Analyzed new marketing funnels that led to customer conversions – employed Facebook, Yelp and Twitter to assist with emerging consumer trends.

CITY OF BRYAN – BRYAN, TX

2009 – 2011

JUVENILE CASE COORDINATOR

Unique, fast-tracked position providing oversight and coordinating Teen Court for the city of Bryan in conjunction with the school district. Served as liaison between the court, school district, community service organization and city departments supervising the court's juvenile docket and orders in over 450 juvenile cases.

- Conceived, developed and implemented strategic social and multi model media outreach campaigns targeting student volunteers effectively reaching a population of over 65,000. **Outreach efforts resulted in a 700% professional volunteer rate increase** and successfully attracted and placed 8% of the marketed parent/student population.
- Forged collaborative networks between law enforcement, school officials and city council to propose and implement profitable educational programs aimed at significantly lowering juvenile crime rates considerably reducing repeat offender appearances by 60%. **Developed and managed a highly robust juvenile educational program that reduced the rate of recidivism by 80%.**
- Designed and led the curriculum development for a comprehensive, interactive training program educating over 100 student volunteers in the areas of Texas state law, effective interpersonal communication, and successful time management. Promoted, integrated and implemented the City of Bryan's Teen Court program at three secondary schools in a nine month period, **successfully expanding the program by 150%.**

ALPHA TAU OMEGA NATIONAL FRATERNITY – INDIANAPOLIS, IN

2006 – 2008

ASSOCIATE DIRECTOR OF EXPANSION

Strategically led expansion activities for a growing and developing Top Ten national fraternal organization with 140 chapters and 196,000 members.

- Initiated and restructured a four-module training program delivering comprehensive, practical instruction to new chapter leadership on key policies to include financial management, chapter administration and public relations.
- Led and promoted a newly developed organization-wide recruitment strategy **directing \$5K in multiple Facebook marketing campaigns** to implement and drive the fraternity's extension strategy and new chapter development experience, reaching 12,000+ potential members. Exceeded expansion goals by 18% successfully attracting and growing 19 new chapters across nine states.
- Championed consulting efforts with campus representatives and university officials at nine chapters across nine states to effectively establish and grow high performing organizations. **Surpassed university recruitment goals by 90% within first year, increased membership by 68%** – chapter accepted over six philanthropic and scholarship awards.

EDUCATION

Graduate Certificate, Non-Profit Management

Texas A&M University - College Station, TX

B.A., Organizational Communications

University of Central Florida - Orlando, FL

Digital Marketing Circuit

General Assembly, New York, NY