





# ROBERT PERA

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## JOB EXPERIENCES



### PODCAST PRODUCER

December 2014 -  
Current

### SELF EMPLOYED

Facilitate the creation of show episodes (Howl miniseries in production, Baby Geniuses, We Have Concerns)  
Record and engineer broadcast quality recordings for clients (Earwolf, Maximum Fun)  
Edit audio recordings with regards to time and content with consideration for continuity  
Publish episodes to iTunes with Libsyn and bonus content via Patreon  
Craft attention grabbing episode descriptions that help with show discovery

### SOCIAL CAMPAIGN

### TRACKING COORDINATOR

May 2012 -  
March 2016

### LINQIA, INC

#### Content Marketing Agency

Manage all aspects of the Linqia campaign tracking and analysis process for clients. Including managing campaign calendar, monitoring and optimizing campaign results, and developing campaign analysis reports  
Track, measure and analyze social reach and engagement for campaigns  
Manage recruiting effort for a rapidly growing startup, including posting job openings, writing job descriptions, and scheduling interviews  
Clients: Beck's, Nestlé, Dyson, Kleenex, Yoplait, Microsoft

### MARKETING COORDINATOR

May 2014 -  
December 2014

### FLASHXHYPE

#### Fashion Start Up

Create marketing campaigns increasing brand awareness and sales  
Manage social media accounts (Facebook, Twitter, Instagram), to encourage customer engagement, customer support, customer retention, brand lift  
Schedule social posts strategically for maximum reach and interaction  
Write copy in a voice authentic to the youthful and hip customer base  
Oversee customer support efforts across various channels. Full management of Zendesk

### MULTI STORE RETAIL MANAGER

August 2009 -  
January 2011

### AMERICAN APPAREL

Managed day-to-day operations of newly established retail locations.  
Developed and implemented new inventory and ordering procedures resulting in more accurate reporting to corporate level management.  
Supervised a staff of 22 part time and full time employees including hiring, training, administering work direction.

### MARKETING REPRESENTATIVE

August 2008 -  
January 2011

### FADER MAGAZINE/CORNERSTONE PROMOTION

Executed specialized and localized grassroots marketing for music/lifestyle promotions  
Managed product seeding and placement at local, influential touch points  
Was invited to work at CMJ and SXSW on behalf of Cornerstone/FADER Fort  
Clients: Levi's, Converse, Pepsi, Bushmills



## EDUCATION

### BACHELOR OF SCIENCE DEGREE

August 2005 -  
December 2009

### SAN FRANCISCO STATE UNIVERSITY

Bachelor of Science, Business, Marketing Focus. Marketing Association.



## SKILLS

Facebook Insights, Twitter for Business, Hootsuite, Photoshop, Ableton Live (audio/video editing), Zendesk