



RANEL BAUTISTA

Digital Marketing Coordinator

PERSONAL PROFILE

Hey there, my name is Ranel. I'm a B2B marketer passionate about utilizing tailored creative and technical know-how to provide marketing solutions. I credit my diverse skill-set to my eagerness to learn and have made a career on the belief that the sky is the the limit. I've earned the immense opportunity of working with over a dozen local organizations around Washington, helping them reach milestones from non-profit fundraising to breaking new ground in tech and I'm always on the lookout for the latest tools and tech in the industry.

CONTACT DETAILS

Portfolio: RanelBautista.com
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CAREER HISTORY

RUBICA INC.

Marketing Coordinator: May 2020 - Present

- Prepare and execute live and pre-recorded simulcasts and webinars.
- Helped develop and optimize email marketing campaigns utilizing previous campaign performance metrics.
- Participate in partner marketing by producing content for MSPs to help increase product awareness and generate demand.
- Design and assemble industry whitepapers, slide decks, and sales material.
- Curate KPI reports for various marketing channels (Google Analytics, MailChimp, AdWords, and social media.)

Marketing Intern: April 2020 - May 2020

- Led and produced image assets for all marketing efforts including ad campaigns, social media graphics, and data visuals.
- In charge of video production for all marketing efforts including product promotion videos, customer educational series, awareness campaigns, and demo videos for investors.
- Assisted with designing and developing pages for the company website.
- Implemented SEO improvements of Rubica Cybersecurity blog.

RANEL BAUTISTA WEB DESIGN & MARKETING

Web Design & Digital Marketing Contractor: August 2018 - April 2020

- Hired by small businesses and non-profits to oversee and coordinate marketing campaigns, creative projects, and events.
- Produced and measured performance of websites and promotional marketing material (video, graphics, and print) for social media, email marketing, and events.
- Increased awareness of my client's services in various verticals that help generate demand, increase sales, and reach fundraising goals.

ACADEMIC HISTORY

EDMONDS COMMUNITY COLLEGE

Associate of Arts Degree in General Studies, June 2016

UNIVERSITY OF WASHINGTON

Certificate in Front End Development, August 2018

SKILLS

- Marketing Operations
 - A/B Testing
 - Campaign Management & Optimization
 - Project Coordination
- Podcast, Webinar, & Simulcasting
- Graphic & Document Design
 - Adobe Photoshop
 - Adobe Illustrator
 - Adobe Indesign
- Email Design & Marketing
 - Stripo
 - Mailchimp
- Video Editing & Animation
 - Adobe Premier Pro
 - Adobe After Effects
- Web Design & Development
 - HTML, CSS & SASS
 - WordPress, Wix, Shopify
- Web & Marketing Analytics
 - Google Analytics
 - Google Data Studio
 - Social Platform Analytics
 - Microsoft Excel
- Content Planning & Publishing
- On & Off Page SEO