

# RONNY GUZMAN



## PROFILE

Highly motivated professional with sixteen years of work experience including nine years in the military. Best described by colleagues as being organized, responsible, thoughtful, and a mentor to others. Other attributes include having a strong work ethic, attention to detail, and a passion for advertising.

Enjoys working creatively and strategically. Using data and research to ensure beneficial results for clients. Plans on attending graduate school in the near future.

## SKILLS

- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere Pro
- Fluent in Spanish
- Google AdWords
- Google Analytics
- Overwatch healer
- SEO
- Urban warfare
- WordPress

## CONTACT

(801) 859-8527

ronny.guzman.toscano@gmail.com

[ronnyguzman.com](http://ronnyguzman.com)

## EDUCATION

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UNIVERSITY OF UTAH  
*Bachelor of Science in Marketing*  
Salt Lake City, Utah

Jan 2013 - May 2017

AMERICAN MARKETING ASSOCIATION Jan 2016 - May 2017  
*Marketing Coordinator*  
Salt Lake City, Utah

- Re-branded the organization; tripling membership as a result
- Created Facebook social media posts; resulting in a 103% Facebook engagement increase when comparing 2015 to 2016

ALPHA KAPPA PSI Jan 2015 - May 2017  
*Vice President of Marketing/SEO Specialist*  
Salt Lake City, Utah

- Established a weekly blog post on the fraternity website
- Created weekly Instagram posts, print advertisements and Facebook posts
- Utilized Google Analytics, CMS WordPress, and successfully increased the website's SEO page-ranking on Google search

## EXPERIENCE

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CASANOVA // MCCANN Jun 2017 - Aug 2017  
*Copywriter*  
New York, New York

- Worked with Art Directors during creative brainstorming sessions for USPS holiday campaign
- Wrote an original TV script for USPS HCM utilizing their holiday platform
- Collaborated internally with McCann Worldgroup campaign teams for USPS
- Presented USPS HCM TV script to the McCann Worldgroup creative team
- Wrote client-approved radio spots, 2 original and 1 trans-created for Coke Zero Sugar "Nailed It" campaign
- Revised radio spots based on client feedback
- Collaborated with CD on studio production of TV, and radio spots for Coke Zero Sugar
- Created back-copy Spanish translations for U.S. Army, Coca-Cola, USPS, and Cigna
- Provided insight on the U.S. Army account based on prior service military experience
- Participated in creative brainstorming sessions for Cigna digital banners
- Brainstormed campaign ideas for Buitoni, Nesquik, and ProMujer
- Shadowed strategy, production, account, and media planning teams

US ARMY Mar 2002 - Nov 2011  
*Combat Engineer*  
United States

- Participated in Operation Iraqi Freedom (2004-2005)
- Handled classified documents
- Promoted to team leader (2006)
- Led a 30 person platoon in the absence of assigned leadership (2009)
- Promoted to 2nd squad leader of base support platoon (2009)
- Prepared and conducted management level operation briefings
- Counseled junior members on work performance
- Trained & supervised new personnel in preparation for overseas deployment

# RONNY GUZMAN

## SKILLS

- Adaptability
- Administrative Support
- Computer technician
- Cooking level 3
- Customer service

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## EXPERIENCE

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SALT LAKE COMMUNITY COLLEGE

Jun 2007 - May 2017

*Faculty Support Customer Service*

Salt Lake City, Utah

- Boosted office morale by improving customer service; resulting in positive feedback from supervisor, faculty and students
- Recruited into the Faculty Teaching and Learning Center (2009-2013)
- Translated information from English to Spanish for potential students
- Summarized daily activity reports for management
- Recruited into the Jordan Academic Support team (2013)
- Ensured smooth operation throughout the semester
- Troubleshoot media equipment in the classrooms
- Instructed faculty on the proper use of media equipment