

MEGAN BALDADO

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EDUCATION

California State University, Northridge
Bachelor of Science in Marketing
Minor in Art with a Graphic Design focus

Expected Graduation 2019

PROFESSIONAL EXPERIENCE

Video Production Coordinator

June 2019 – Present

Sidewalk Talk (Youtube Channel)

- Directs filming set up, operates camera, and manages audio for 2 video series filmed 2 times a month
- One of 3 editors; sorts through 3+ hours of footage to condense interviews into roughly 20-30min segments

Event Marketing Intern

Jan 2019 – April 2019

ToolboxLA

- Assisted in curating events such as The 3-day Portfolio Challenge, First Fridays, Speed Networking, and other community centered events to showcase art, culture, and professionalism within the San Fernando Valley

Freelance Designer and Strategist

Aug 2018 – Jan 2019

IntersectLA

- Communicated with clients for design needs to identify and implement brand strategies
- Designed over 25 promotional signage to be used to introduce client's new products

Communications Intern

May 2018 – Aug 2018

Outfest Los Angeles

- Generated over 1,000 collateral pieces in promotion of Outfest LA Film Festival for social media campaigns
- Coordinated Community Collaborator Program and compiled 30 digital marketing press kits
- Ran all social media accounts and event coverage photography for length of Outfest LA Film Festival

Digital Marketing / Business Development Intern

Feb 2018 – Apr 2018

Kayan Solutions

- Developed digital marketing audits through researching social media usage, website features, and SEO performance of clients and competitors
- Evaluated success of a company's current online marketing strategies

LEADERSHIP EXPERIENCE

Executive President

Jan 2018 – May 2018

American Marketing Association (AMA)

- Formerly Executive Vice President (May 2018 – Jan 2018)
- Formerly Vice President of Multi-Media Productions (May 2017 – May 2018)
- Wrote the Chapter Plan and Annual Report to keep chapter's vision and goals clear and organized for the year
- Improved internal communications, made monthly internal timelines to keep team on track, confirmed guest speakers, oversaw content management, and strategized ways to improve quality of membership experience
- Supervised an executive board consisting of 30+ people of 9 different departments to execute goals

AWARDS

- 1st place in the AMA National competition, Best Social Community Impact Video 2018
- Dean's List Spring 2018
- Internationally recognized with the Distinguished Secretary Award 2016 from Circle K International

SKILLS

- Microsoft & Google Suite: Word, Excel, PowerPoint, Docs, Sheets, Slides, and Forms
- Social Media: Instagram and Facebook
- Adobe: Lightroom, Photoshop, Illustrator, After Effects, XD, and InDesign
- Basic HTML & CSS: Sublime Text
- Certification: Google Analytics, Google Ad Fundamentals, Hootsuite