

Mary Olguin

Content Marketer

marykolguin@gmail.com

Innovative, collaborative, and highly adaptable marketing manager and creative with 4+ years experience increasing the demand of a top 200 global franchise, and 9+ years experience in multimedia production.

Experience

Marketing Management

Mathnasium
2/2020 - 2/2024

Facilitated some of the fastest business growth within the Roark system of franchises.

Developed and managed comprehensive lead generation and lead nurture strategies that incorporated video, print, email, native, portal, social, broker, radio, organic, and event advertising.

Managed the creation of marketing collateral, utilizing copywriting, designing, photo editing, video production and editing, interviewing, online streaming, and web development skills.

Multimedia Content Creation and Promotion

Freelance
10/2015 - Present

Digital ad, video ad, and landing page creation. Online organic content creation, including 3D animated videos.

Coordination and hosting of live performances and online streaming events.

Skills

Creative

Copywriting, design, photo editing, video production and editing, interviewing, online streaming, web coding, and landing page creation.

Marketing

Strategy development, principles, and brand management. Google Analytics, Google AdWords, Facebook and LinkedIn Ads, SEO, PPC, and social media tracking.

Problem Solving

Proactive and innovative when solving complex and novel problems. Communicate complex ideas simply.

Software

Claude.ai, Github, Salesforce, Constant Contact, WordPress, Photoshop, Premiere Pro, Davinci Resolve, Blender, Unity, Franconnect, and more.

Education

Brigham Young University - General Studies
2010 - 2012
Courses in music, business, and Spanish

Berklee College of Music
2013 - 2014
Courses in singing and piano

Mentors

Debra Bonner - Owner of Hollywood Launch Provo
Chase Ramirez - Creative director for major brands such as Taco Bell
Renold Rose - Owner of franchise marketing firm