

OTOÑO LUJÁN

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My aim is to help businesses grow. I emphasize building customer-focused marketing strategies, streamlining business operations and using data to measure and improve results.

SUMMARY

- 8 years of executive-level management experience
- 14 years sales and marketing experience
- 16 years training experience
- Bilingual in English & Spanish

PROFESSIONAL EXPERIENCE

Chief Marketing Consultant, Strategic Marketing Partners, Los Angeles, CA, 2012 to present
Responsible for building client relationships with business owners and executing marketing strategies for their companies.

- Implement social media marketing campaigns to boost engagement with audiences.
- Manage and produce custom content for clients.
- Increase organic search traffic to websites.
- Develop and optimize paid-ad campaigns.
- Produce lead converting landing pages.
- Audit websites and optimize performance across mobile and non-mobile devices.
- Manage sales, vendor relationships and contracts.
- Manage client marketing budgets.

Manager, Luján Entertainment, Los Angeles, CA, 1999 to present

Founded and manage an entertainment management company.

- Produce events and increased audience attendance.
- Manage national tours and built artist brand equity.
- Develop and implement online marketing plan.
- Develop products and marketing materials, including website.
- Build email contacts list and produce e-newsletter.
- Analyze web traffic and optimize content to increase traffic.

PROFESSIONAL EXPERIENCE (continued)

Executive Director, Side Street Projects, Pasadena, CA, 2001 to 2008

Managed and led an arts organization dedicated to empowering artists of all ages.

- Developed strategic direction for organizational growth.
- Designed and implemented earned income programs.
- Managed the organization's largest capital project.
- Procured donations.
- Trained executive sales staff.
- Liaison between other city, media and arts and culture organizations.

EDUCATION | LEADERSHIP & EXECUTIVE TRAINING

Executive Masters in Business Administration, Peter F. Drucker and Masatoshi Ito Graduate School of Management, Claremont Graduate University, Claremont, CA, 2012

*** Concentrations in Strategy and Leadership**

Masters in Arts Management, Claremont Graduate University, Claremont, CA, 2012

Bachelor of Fine Art, California Institute of the Arts, Valencia, CA, 1997

Annenberg Nonprofit Leadership, 2008

NALAC Leadership Institute, 2008

HONORS

- Parsons Fellow, 2009-2012
- Beta Gamma Sigma, 2012
- California Arts Council grant recipient
- Grant panelist for: local and state programs, as well as for Foundations.

SKILLS & WORKING KNOWLEDGE

- | | |
|--------------------------------------|-------------------|
| - Social Media Strategy & Publishing | - Word Processing |
| - Search Engine Marketing | - Acrobat |
| - Website Performance Monitoring | - Photoshop |
| - Presentations (PPT) | - InDesign |
| - Spreadsheets | - Illustrator |

ONLINE MARKETING TOOLS

- WordPress
- Adobe Business Catalyst
- Mail Chimp
- Brown Paper Tickets
- Google Places
- Google Analytics
- Google Webmaster Tools
- Hootsuite
- Heyo

SOCIAL MEDIA TOOLS FOR BUSINESS

- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- YouTube
- Google+
- Klout