Robel Mengistu

Summary

Socially savvy individual interested in a position within your company that will utilize my well-rounded skill set. I'm a conceptual thinker with fantastic organizational and conflict management skills. I also possess excellent problem solving skills with the ability to multitask and adapt in a fast-paced environment. Outside of my professional skills, I'm an advocate for diversity and inclusion in all aspects of life.

Experience

House Ear Institute - Marketing Director/Web Developer

2017-19

- Created overall marketing campaign strategy for House Ear Institute (HEI), which included:
 - o Identifying target audience and key metrics to increase ROI
 - Producing promotional materials and advertising publications to increase brand awareness and industry positioning
 - o Developing project proposals to optimize spend and cultivate relationships with external partners
 - o Communicating the marketing strategy and reporting ROI internally to board members regularly
- Organized company events and programs which included educational courses, physician lectures, and HEI's
 Visiting Physicians Program
- Developed a mobile responsive website and utilized Google Analytics to track performance and optimize user experience
- Revamped donor database to unlock fundraising
- Evaluated end-to-end customer experience across multiple channels and customer touch points including web, SEO/SEM, email, social, and display advertising in conjunction with physical mailers

Life Steps Foundation - Resource Development Coordinator/HR Generalist

2015-17

- Maintained the fundraising database which included gift entry, generating thank you letters, pulling mailing lists, and generating donor reports.
- Promoted positive PR and community awareness activities, and ensured proper internal management of all fundraising activities for various development projects
- Assisted with all internal and external HR and recruitment-related matters which included identifying candidates, conducting reference checks, developing organizational guidelines and procedures, and recommending strategies to motivate employees
- Maintained the company's websites and designed all marketing materials including brochures, flyers, newsletters, and annual reports
- Managed social media accounts to amplify brand awareness, generate traffic and leads, and increase social media engagement through innovative growth strategy and market research

PhiFactor Technologies LLC - Business Development Coordinator/Digital Marketing 2014-15

- Conducted market research and assisted in the initiation of business development for an international Artificial Technology/Global Healthcare company
- Managed social media accounts that aimed to establish trust, build relationships, amplify brand awareness, and generate web traffic and leads
- Increased social media following through innovative growth strategy and market research

- Collaborated with business owners, CEOs, and marketing directors to track progress with effective resolutions for all project issues
- Interfaced directly with shareholders and key partners
- Developed leads for the sales team via Asana software
- Negotiated agreements, revised contracts to limit firm liability, and orchestrated logistics for investor events as well as developing budget proposals

VPC (Violence Prevention Coalition) - *Marketing/Outreach*

2010-13

- Compiled data for Re-entry Resource Guide that assisted former inmates by providing education, resources, and policy advocacy
- · Identified opportunities to reduce ex-convict recidivism rates and increase employment retention
- Developed new partnerships and nurtured existing ones
- Approved all print and media for use in advertising and marketing campaigns
- Supervised design and development of all web content
- Streamlined distribution channels to maximize efficiency
- Provided ongoing training for junior customer service representatives

Education

University of California at Los Angeles (UCLA) 2014

Bachelor of Arts, Sociology

UCLA Full Stack Coding Boot Camp 2018

Skills and Professional Qualifications

● Google Analytics Certification ● Inbound Marketing Certification ● SEO ● PPC ● Google Suite ● Microsoft Office Suite ● Social Media ● Constant Contact ● MailChimp ● Donor Perfect ● SharePoint ● Asana ● Full stack web development ● WordPress

References available upon request