

BIANCA RODAS

SKILLS

Adobe CS6

HTML & CSS

Content Marketing

CMS Experience
(Wordpress)

Email Marketing

Social Media Advertising

Data Visualizer

MailChimp

Hootsuite

B2B and B2C Marketing

Spanish

EDUCATION

BA Dramatic Arts
University of California,
Irvine

EXPERIENCE

MARKETING MANAGER, EXPERIENTIAL

Los Angeles Times | Los Angeles, CA | Apr 2016 - Present

Hired to handle B2B marketing for events within the Los Angeles market and was quickly promoted to the added responsibility of marketing events nationally, which included 10 markets throughout the U.S. With a recent sale, the role has shifted to a hyper-focused effort on L.A. and San Diego B2B experiential marketing.

- Lead the ideation and creative conceptualization to complete RFPs, including aligning offerings and experiential activations to meet client objectives.
- Join sales calls and meetings to help pitch creative concepts and strategy using the LA Times' robust portfolio of offerings.
- Develop and execute B2B marketing campaigns and promotions that drive brand awareness and consumer engagement in the marketplace.
- Work with stakeholders across various departments to create materials that effectively display and communicate LA Times' unique value propositions.
- Project management of recaps and case studies for major sponsors of LA Times tent-pole events.
- Lead a restructuring initiative to create a cohesive brand for the national events portfolio throughout 10 markets, which included developing compelling B2B event marketing materials and strategic decks.

COMMUNICATIONS MANAGER

QueensCare Health Centers | Los Angeles, CA | Dec 2012 - Apr 2016

Started with the company as a Marketing Assistant and was promoted during tenure to Communications Manager. Lead the launch of the first advertising campaign, social media presence, digital advertising, and blog for the organization.

- Developed and implemented the annual marketing plans and budgets for two non-profit organizations, including print, direct mail, and social media campaigns.
- Designed and developed all organizational collateral using Adobe CS6.
- Managed the Annual Report process, including providing creative direction for design, copy, and photography to the creative team; creating content; editing copy; attending press checks for printing; and organizing the mail house process.
- Launched and managed a weekly healthy food and lifestyle blog.
- Organized key internal and external events for both organizations.
- Lead a re-branding effort, including name change, new logo, and new voice.
- Implemented a social media strategy, including the development of policies and procedures and the creation and management of multiple social platforms.
- Redesigned the company website, including establishing a new CMS (WordPress) and creating re-branded, SEO driven content. Maintained the new website, including design, content, and basic functional maintenance.

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BIANCA RODAS

CERTIFICATIONS

Adobe Illustrator CS6

Adobe InDesign CS6

Adobe Photoshop CS6

Starwood Property
Service Culture Trainer
Brand, Experience, Voice,
Coaching Modules

AWARDS

Star of the Month
Plaza Hotel

Employee of the Month
Fairmont Newport Beach

EXPERIENCE CONTINUED

PUBLIC RELATIONS MANAGER

Sheraton Maui Resort & Spa | Lahaina, Maui, HI | Jul 2011 - Jul 2012

Managed the resort's brand reputation while exceeding goals for earned media through negotiated partnerships with radio, TV, and print.

- Developed and implemented yearly PR Strategic Plan and oversaw and approved yearly Local Media Advertising plan.
- Exceeded quarterly and yearly Publicity Value goals.
- Maintained positive online presence and communicated brand messages by managing the resort website, social media, and review sites.
- Utilized all forms of media and communication to build, maintain, and manage reputation of the resort including target media press releases, media relations, organizing media visits, press trips, and media blitzes.
- Negotiated and executed key media partnerships for the resort such as live radio broadcasts, network television shows, and national and international print features.
- Designed collateral, menus, and logos for special events.
- Created all in-room and resort collateral.
- Promoted and coordinated StarWish, a fundraising effort by the associates of the Sheraton Maui Resort & Spa, special events and community projects within the local community.

ASSISTANT FOOD & BEVERAGE MANAGER

Makena Beach & Golf Resort | Makena, Maui, HI | Jan 2011 - Jul 2011

Managed over 50 Food & Beverage Employees, including daily operations of seven outlets; trainings; performance reviews; scheduling; and monitoring of cash procedures.

- Managed and trained front of house Food & Beverage colleagues including, ensuring colleague performance was up to standard, monitoring cashier procedures, and monitoring guest interactions.
- Organized, updated, trained, and implemented Standards of Operation.
- Recruited and interviewed for open positions.
- Created schedules and managed ADP (hours) and tips for all F&B colleagues.
- Managed seven Food & Beverage Outlets as well as banquet events, including providing support on outlet floors, ensuring a smooth operation, touching tables, resolving any and all guest complaints.
- Managed projects distributed by Food & Beverage Director.

GUEST RELATIONS SUPERVISOR

The Plaza, A Fairmont Managed Hotel | New York, NY | Aug 2009 - Dec 2010

GUEST RELATIONS OFFICER

Fairmont Newport Beach Hotel | Newport Beach, CA | Mar 2007 - Jul 2009