

KEVIN R LINARES

OBJECTIVE

To utilize my professional expertise to assist an innovative and growing team with successful marketing, sales, communications, data and content management, writing, editing, research, customer service, and administrative support.

CONTACT

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KevinrL.com

[LinkedIn](#)

SKILLS & KNOWLEDGE

Microsoft Office Suite
Writing & Editing
Sales/Marketing Support
Social Media
Graphic Design
Client Management Systems
Content Management Systems
Marketing Automation Software
Events
Bilingual (ENG/SPA)
Project Management
Customer Service
Research

PERSONAL SKILLS

Reliable & adaptable
Detail-oriented
Time management
Team player
Fast learner
Motivated

REFERENCES AVAILABLE
UPON REQUEST

EXPERIENCE

MARKETING SPECIALIST

UpLIFT Fitness | JAN 2021 - Present

- Website maintenance, develop program assets, create weekly social media content, graphic design, and copywriting support
- Manage email lists, email marketing, and overall tracking

MEMBERSHIP & MARKETING COORDINATOR

h Club Los Angeles | Jun 2019 - Jul 2020

- Developed, analyzed, and maintained demographics, feedback, event and membership data, managed onboarding process
- Assisted with marketing, writing, editing, research, internal/external communications, social media, project management, campaign tracking, email marketing, graphic design, administrative tasks
- Monitored trends and relevant news, updated website content and guest lists, and assisted with branding and programming
- Analyzed event data to increase engagement/revenue and improve strategies, responded to queries, website/application troubleshooting
- Inbox management, tracking and collaborated with other departments including accounting and operations to reach goals

SALES & MARKETING SPECIALIST (JAN 2019 - JUN 2019)

SALES & COMMUNICATIONS COORDINATOR (FEB 2018 - JAN 2019)

SALES COORDINATOR (JAN 2016 - FEB 2018)

AmericanTours International | JAN 2016 - JUN 2019

- Assisted and managed internal/external communications, client onboarding, distribution of assets including promotions, reports, product updates, reviewing contracts and safety audits
- Prepared and analyzed reports, scheduled meetings, inbox management, organized site visits, created marketing assets
- Researched competitors to help increase revenue, updated presentations, CRM data, developed client itineraries
- Conducted webinars for clients, handled operations for domestic accounts, website maintenance, researched potential partnerships
- Assisted with product and rate development, travel arrangements, writing and editing, managed and trained interns, and worked closely with IT, accounting, graphics, and operations departments

FAN RELATIONS GAME DAY STAFF

Los Angeles Clippers | AUG 2015 - JAN 2016

- Developed and maintained relationships with potential season ticket holders, assisted with events and guest lists
- Conducted tours, administrative support, assisted with event set up, provided welcome desk coverage and customer service, promoted season tickets, and data entry on CRM

EDITORIAL ASSISTANT

Barcelona Connect | JAN 2015 - APR 2015

- Wrote and edited articles, managed and increased social media presence, assisted with content creation
- Provided administrative support as needed, project management, monitored city news & upcoming events, website maintenance, and updated website content

EDUCATION

M.S. RECREATION, HOSPITALITY & TOURISM MANAGEMENT

California State University, Northridge | Graduated - MAY 2018

B.A. JOURNALISM/PR

California State University, Northridge | Graduated - DEC 2014

KEVIN R LINARES

EXPERIENCE

COMMUNITY ENGAGEMENT & EVENTS INTERN

River LA | JUN 2017 - DEC 2017

- Represented the organization at various community events, provided information to community members, researched and reached out to potential sponsors and volunteers
- Created event newsletters, updated organization files, campaign tracking, and data entry
- Assisted with event logistics, community outreach, created and conducted surveys, researched opportunity for events and partnerships, analyzed social media, and updated donor contact lists and provided administrative support as needed

EVENTS ASSISTANT

Los Angeles Zoo | SEPT 2015 - JAN 2016

- Provided excellent customer service to visitors, escorted VIP guests throughout zoo grounds, assisted with event set up, provided support to sponsors, advertisers, and other departments
- Assisted with phone coverage, monitored equipment inventory, tracked outside vendor tickets, and assisted vendors with entertainment, signage, and promotional equipment logistics

GUEST SERVICES

Los Angeles Dodgers | JUN 2012 - AUG 2015

- Provided guests with excellent customer service, event information, and assisted with crowd control
- Worked closely with security, law enforcement, and ticket office to resolve issues
- Enforced stadium policies, handled ticket changes, assisted with event set up, provided management with feedback, and attended daily briefing meetings

RESEARCH & WRITING INTERN

Lakersnation.com | OCT 2013 - MAY 2014

- Assisted with social media management, writing and editing content, data entry, creating surveys, and monitored relevant news stories
- Provided administrative support, updated website information, and developed ideas for future articles and giveaways

ADDITIONAL EDUCATIONAL EXPERIENCE

PARALEGAL PROGRAM CERTIFICATION

UCLA Extension | Graduated - AUG 2016

STUDENT NEWS REPORTER

Daily Sundial | California State University, Northridge

STUDENT NEWS WRITER

KCSN Radio | California State University, Northridge