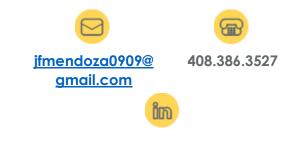## JOSUE MENDOZA

Strong analytical, financial, and marketing skills in assessing current and future market trends. Interpersonal, coordination, and organization skills. Ability to monitor business accounts and conduct market survey and analysis.

PROFESSIONAL SUMMARY

Dynamic and motivated professional with 7+ years of experience with a proven record of implementing cross-functional teams, digital marketing campaigns, financial analyst, coordinating and managerial skillsets.

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https://www.linkedin.com/in/josue-mendoza-589b38135/

EXPERIENCE

Online Marketing Specialist| Amazon | Aug 2020 – Oct 2020 (Contract)

- Work across the Channel and Recruitment Marketing Teams for AWS; creating and analyzing weekly, monthly, and yield reports for our job board clients (Indeed, ZipRecruiter, JobCase, etc.)
- Partner with my team and cross-discipline teams, account management leads and team members, new business developments to generate strategies and concepts to support the client's business goals and objectives through a CMS
- Create, launch and optimize client campaigns across various paid digital platforms from start to finish
- Update and closely manage all budgeted spend through Adobe Analytics and other paid digital platforms
- Use click-stream and campaign data to make recommendations that will improve job board recruitment for our clients
- Use data to rigorously assess channel effectiveness, prioritize based on business requirements, and develop an effective marketing mix to achieve application goals
- Troubleshoot tracking setup and integrations, manage platform for multiple client accounts and fix and/or maintain when necessary
- Support Marketing Manager in developing and executing annual and seasonal marketing calendar in conjunction with cross functional teams that detail product launches, promotional activities, sampling initiatives and advertisements

Project Coordinator | Facebook | Jan 2020 – March 2020 (Contract)

- Assist the Tech Solutions team for top revenue producing clients
- Develop and manage a communications calendar (content, graphics, schedule, channel, impact monitoring)
- Apply project management discipline to develop plans, define scope, document requirements, and manage budget/schedule/resources for a complex group of projects
- Engage with client managers and stakeholders regarding their product our services; NDAs, Onboarding, POs, and Quotes
- Provide Customer and Help Desk Support
- Lead weekly and sometimes bi-weekly calls with clients to go over account performance, data analysis and put together plans of action as needed
- Utilized Facebook Ads / Pages Manager in order to reach clients and Keep track of our performance by getting insights for our stakeholders / clients (SalesForce Marketing Cloud / Google Adwords / Analytics)
- Lead the setup and execution of successful advertising campaigns for partner campaigns
- Designed databases, stored procedures, reports, and data input interfaces using SQL
- Vendor/Purchase Order/Invoice management, assisting to provide budget forecasting, track monthly spending against budget/forecast and assisting to provide accurate monthly/quarterly finance reporting

Single Point of Contact | Jan 2019 - Dec 2019

Business Systems Analyst | Single Point of Contact

- Supported the VP of Sales and Marketing as well as being a Systems Analyst, simultaneously
- Performed analysis and presented results using SQL, MS Access, Excel, and Pivot Table
- Negotiate contracts and proposals with internal team and external clients, vendors (ContractWorks, AutoTask, Salesforce)
- Ensure that contracts are in compliance with laws and organizational policies as it relates to key factors such as terms, data, technology, sharing of risk and privacy
- Perform detailed planning on a regular basis; monitor very large concurrent training event projects and oversee training events through well-prepared staff and resources
- Responsible for analyzing desktop hardware and software processes and supporting critical business strategies by managing the development, installation, vendor selection, and delivery of endpoint solutions
- Utilize Taleo (Oracle) to recruit and schedule independent technicians working remotely in California and the East Coast
- Daily/Weekly Review of Client's Bank account activity
- Data Entry (E-money – Wealth Planning, CRM)
- Analyze and interpret trends in financial data to assist senior management with business decisions

- Create reports and presentations on our 24-7 monitoring activities utilizing Excel spreadsheets
- The SaaS that are mainly utilized to manage data and schedule jobs and assign technicians are Autotask, Splunk, and T Sheets (QuickBooks) and Salesforce

Executive Assistant to VP of Sales and Marketing

- Work with our team of security and application engineers to discuss product with prospective clients
- Handle Facebook account utilizing Facebook Ads / Pages Manager: managing digital marketing campaigns (Salesforce Marketing Cloud, Marketo)
- Responsible for documenting existing sales and marketing related business processes and enhancing productivity by enabling the team to work smarter by optimizing processes & implementing new technologies
- Handle accounts payable, accounts receivable, maintain general ledgers, handle bookkeeping, and prepare accurate financial reports
- Understand and engage in the data structures and processes across Inventory Management, Order Management, Distribution, and Sales
- Manage allocation processes that interface with and across Sales, Marketing, and Operations accounts (Domestic and International)
- Utilize Splunk, Pivot Table, Salesforce, and Autotask to input and evaluate contracts, income, spending, and overall reports of services needed and completed for our clients

Stanford University | Aug 2018 - Jan 2019

Human Resources Events Coordinator

&

Human Resources / Land, Buildings & Real Estate Administrative Assistant

Macy's| Dec 2013 - April 2017

Sales Representative / Sales Manager

Education

Bachelor's Degree | 2018 | San Jose State University

Associates Degree | 2016 | De Anza College

Skills

- **MS Outlook / Access, Excel, Quip, Adobe Analytics**
- **JIRA, SolarWinds**

- Google Ads, Google Analytics, Google Docs/Sheets
- HubSpot, WordPress
- Technical and Customer Support; Help Desk
- ADP Payroll (AP/AR), SmartSheets, Quickbooks, Splunk, Salesforce, HubSpot
- SQL, HTML, Outlook, Taleo (Oracle)
- SaaS, CMS, Pivot Tables, POS, HRIS, Google Docs
- Pivot Table, VLOOKUP
- Facebook Ads / Pages Manager, Facebook Tableau and tools
- Oracle Netsuite, Tableau, ContractWorks
- Webex, BlueJeans, Zoom, Google Hangout, Chime
- Marketing: Social Media; Digital; Sports; Product; SEO/SEM
- Bilingual: English & Spanish