

Richard Urbina

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EDUCATION

University of California, San Diego

La Jolla, CA

B.S. in Cognitive Science (Design & Interaction)

2016 - 2020

- Emphasis in user research, psychology, and user experience design

WORK EXPERIENCE

Marketing Analytics Intern

Jan 2023 - May 2023

Skybound Entertainment

Los Angeles, CA

- Presented data points on across 18 meetings to the marketing team, tracking social media data for the company's titles, conducting research, and identifying trends in relation to related titles in industry.
- Collaborated with Social, PR, and Paid Media teams to help the brand and marketing teams with campaign measurement as well as provided support on reporting for external development partners.

Event Staff & Usher

Apr 2022 - Present

Regal Cinemas

Los Angeles, CA

- Coordinated & provided operational support for over 30 film festivals and partner events, ensuring that schedules were efficiently on track and events ran smoothly without any major delays.
- Maintain and deliver personalized customer experiences with partnered screening events resulting in returning partners and organizers.

Marketing Coordinator

Oct 2022 - Dec 2022

Asian World Film Festival

Los Angeles, CA

- Increased Facebook reach by 160% and Instagram reach by 70% by developing and executing a social media campaign that featured engaging content & targeted local communities.
- Managed and distributed marketing materials to internal teams and maintained communication with partners collaborating on scheduled events for the festival.

Design Intern

Oct 2022 - Dec 2022

Fifth Atrium

Los Angeles, CA

- Edited and maintained design guidelines for over 40 digital marketing assets and promotional materials, resulting in a more cohesive and consistent look and feel across all channels.
- Coordinated and designed marketing materials that were used for promotional emails and social media.

Digital Marketing Apprentice

Aug 2021 - Dec 2021

COOP Careers

Los Angeles, CA

- Gained a strong understanding of the fundamentals of digital marketing through 50+ virtual workshops on SEO, SEM, Paid Social, and Media Planning.
- Collaborated in a team to develop a social media marketing campaign for a local business and created a paid search advertising campaign that resulted in a 30% increase in website traffic.

PROJECTS & INVOLVEMENT

Marketing Assistant

May 2023 - Present

Asian World Film Festival

Los Angeles, CA

- Create, schedule, optimize social content, ongoing social content updates, and promote partnered & special events across company's social media channels and newsletter
- Developed & designed the updated redesign for the company's website that meet modern design layout, design style & core values, and archiving the company's history.

Beginner Product Design Mentee

Feb 2022 - Apr 2022

Useful School

Los Angeles, CA

- Developed and utilized teachings from a mentor to learn product design skills and conceptualized a case study project for an existing application using those design methods across 12 weeks.

SKILLS & CERTIFICATIONS

- **Skills:** Market Research, Media Planning, Paid Social, Netbase Quid, Tubular, Nielsen, Sprout, Monday, Microsoft Office (incl. Excel pivot tables & vlookup), SEO, SEM, Google Suite, User Research, Figma, Photoshop, Illustrator, Wireframing, Design Thinking, Product Strategy, Usability Testing
- **Certifications:** Google Ads Cert., Google Analytics Cert., IBM Design Thinking Cert.