

ROXANNE CORBIN

Brand Marketer and Strategist

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Education	UNIVERSITY OF SAN FRANCISCO, Graduate School of Management	San Francisco, CA
	MS, Marketing Intelligence	May 2024
	<ul style="list-style-type: none">Marketing analytics, strategy, and metricsConducting quantitative research such as coordinating survey organization and distribution and analyzing obtained data using regressionsConducting qualitative research such as ethnography, in-depth interviews, and focus groupsTeamwork and collaboration across entire cohort	
	SAN JOSE STATE UNIVERSITY, College of Humanities and the Arts	San Jose, CA
	BA, Graphic Design	December 2019
	<ul style="list-style-type: none">GPA: 3.4 / 4.0Relevant Coursework: Typography, Foundations of Visual Design, Senior Design Project	
Experience	Stanford Recreation and Wellness	Stanford, CA
	Associate Director, Marketing and Engagement	2023 - Present
	<ul style="list-style-type: none">Led a team of four to cover crucial communication channels - including but not limited to social media, graphic design, events/engagement, web management, and marketing material distributionCollect and examine data with over 700 respondents, create reports, review and explain trends using data visualization; formulate and present alternative recommendations to achieve goals of programs or servicesDeveloped procedures and communication strategies to reinforce department's impact the University's mission in excellence, curiosity, and innovation with the "Where You Belong" audiovisual promotion and "2021-2022 Annual Snapshot"	
	Stanford Recreation and Wellness	Stanford, CA
	Assistant Director, Marketing and Engagement	2021 - 2023
	<ul style="list-style-type: none">Crafted Stanford Recreation and Wellness stories of belonging and community-building initiatives to help raise department registrations by 30%Explored several aspects of marketing - from graphic design, brand management, and photography to targeted creative outreach and story-telling, campaign strategy, advocacy, and events to serve over 45,000 community members	
	Stanford Recreation and Wellness	Stanford, CA
	Creative Design Associate	2019 - 2021
	<ul style="list-style-type: none">Managed day-to-day internal account operations and brand integrity across all relevant social media platforms, boosting follower count by 130%Produced engaging marketing materials while employing strategic use of color theory, typography, and layout principles; increased marketing request form submissions from department staff by 20%Executed department newsletters containing information regarding COVID-19 restrictions, and building reopening throughout returning to normal	
Accomplishments	<ul style="list-style-type: none">Creative Excellence Award "Where You Belong", Audio/Visual Promotion, February 2023 NIRSA April 2024Website restructure (rec.stanford.edu) - Launched April 2022Creative Excellence Award "Reopening Playbook", Comprehensive Brochure & Facility Publication NIRSA Jan 2021	
Additional	<ul style="list-style-type: none">Technical: R Programming Language, Adobe Creative Cloud, Microsoft Office SuiteContent Creation (TikTok/Reels, Digital/Film Photography, Videography)Managed up to four people within graphic design, social media, event management, and internshipsOutdoor Recreation: Climbing, backpacking, mountain biking, and hiking	