

# Ruben O. Mejia

## Director, Marketing and Communications

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### WORK EXPERIENCE

#### Loma Linda University Health

Digital Fundraising Officer

Loma Linda, CA | April 2022 - Current

- Established a digital marketing philanthropic approach towards reaching constituents and potential donors.
- Exceeded donation targets after the first year.
- Developed a comprehensive internal digital communication infrastructure for the annual giving communications team.
- Built and restructured an in-depth email marketing strategy for all donors and constituents.
- Established an annual email marketing calendar and schedule.
- Assisted in the hiring and development of a new team.

#### RPP Products, Inc.

Marketing Manager

Bloomington, CA | March 2018 – 2021

- Led the implementation of real-time reporting on marketing spend to adjust bid strategy leading to an ROI improvement.
- Oversaw the creation of a blog for a monthly newsletter and SEO purposes which grew organically, month to month.
- Developed a comprehensive paid acquisition strategy across Facebook and Instagram resulting in new leads that generated millions of dollars in annual sales.
- Directed the launch of a new product line for a major retail customer resulting in revenue of over \$1M in the first year. (Jacksons)
- Created multiple paid acquisition strategies ultimately leading to an ROI for every dollar spent.
- Built out a culture of robust data collection and testing to improve campaign performance leading to improvement from campaign start to campaign end.
- Developed partnerships with leading retail and bulk lubricant institutions in the US resulting in millions of annual revenues.
- Exceeded sales targets by over 30% year to year since 2018.
- Identified under-performing vendors leading to a reduction in purchasing costs.
- Oversaw a team of 5 full-time marketers with various skill sets and 2 interns, as well as third party paid contractors.

#### LinkU Systems, Inc.

Digital Marketing Specialist

Riverside, CA | September 2007 - February 2018

- Developed a digital marketing education program for small businesses resulting in incremental revenue increase.
- Created a paid acquisition strategy leading to improved ROI for every dollar spent, including profit.
- Directed the launch of a "Funnel" campaign for a new product/service resulting in increased revenue.
- Created A/B testing plan for Facebook ad copy leading to improvement in ROI.

### SKILLS

Infusionsoft/Keap, Salesforce, Clickfunnels, Mailchimp, SyncSumo Zapier, Wordpress, Teamwork, Hootsuite & More  
Microsoft Office Applications  
Paid Advertising (Facebook, Instagram, Google, LinkedIn)  
A/B testing, Audience Segmentation  
Data and Analytics (Google Analytics)  
SEO/SEM  
Funnel Building, Landing Page Development  
Email/Content Marketing & More

### EDUCATION & CERTIFICATIONS

Valley View High School Graduate  
California Baptist University | Junior

Certificate of Completion Optimization and Testing  
Digital Marketer Austin, TX March 2020

Certificate of Completion Customer Acquisition  
Digital Marketer Austin, TX March 2020

Certificate of Completion Customer Value Optimization  
Digital Marketer Austin, TX March 2020

Certificate of Completion Email Marketing  
Digital Marketer Austin, TX March 2020

Certificate of Completion Content Marketing  
Digital Marketer Austin, TX March 2020

Certificate of Completion Social Media Marketing  
Digital Marketer Austin, TX March 2020

Certificate of Completion Analytics & Data  
Digital Marketer Austin, TX March 2020

Certificate of Completion Ecommerce Marketing  
Digital Marketer Austin, TX March 2020