

# LOVE LONTOC

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## MARKETING PROFESSIONAL

Experiential and brand marketing professional with 8+ years of experience leading integrated brand activations across automotive, lifestyle, consumer, and technology sectors. Proven success managing sponsorship activations, trade shows, and experiential campaigns for both established and emerging brands. Skilled in leading cross-functional teams, overseeing budgets, and delivering high-quality, high-impact brand experiences across in-person and digital platforms.

## SKILLS

Asana	Event Management	MS Office
Adaptability	Google Workspace	Photography
Budget Management	Leadership	Problem Solving

## PROFESSIONAL EXPERIENCE

### **MEDIA & BRAND STRATEGIST** (Promoted from Content & Event Specialist)

**July 2025 - Present**

#### **KW automotive North America, Inc.**

Directed brand and media strategy across multiple automotive lines, driving a 45% increase in engagement and stronger brand cohesion across digital platforms. Lead cross-functional collaboration to execute campaigns and content that align with business goals and audience insights.

- Manage and grow social media presence across multiple platforms, including content creation, photography, videography, and editing
- Plan, execute, and analyze marketing campaigns informed by industry research, competitor analysis, and buyer behavior trends
- Coordinate experiential marketing and event initiatives, including booth activations, vehicle bookings, and on-site content production
- Analyze performance metrics, trends, and provide actionable insights to optimize engagement, reach, and ROI
- Collaborate cross-functionally with internal teams, vendors, and partners to align campaigns with strategic business objectives

### **CONTENT & EVENT SPECIALIST** (Promoted from Brand Manager Associate)

**July 2023 - July 2025**

Planned and executed over 30 national events per year with six-figure budgets, from trade shows to immersive off-roading experiences, driving customer engagement and lead generation.

- Led end-to-end execution of national events, trade shows, and brand activations
- Track event expenses, process invoices, and ensure adherence to budgets
- Capture and produce media for live events, vehicle/product shoots, and interviews
- Coordinate with staff, venues, media, vendors, and guests to ensure seamless event execution
- Managed Belltech's social media channels, analyzing performance data while monitoring trends, competitors, and algorithm changes to optimize content, engagement, and campaign effectiveness

### **BRAND MANAGER ASSOCIATE** (Promoted from Marketing Assistant)

**February 2021 - July 2023**

Translated data into actionable marketing strategies that elevated brand visibility and informed new product positioning.

- Gather and analyze data to generate actionable insights for brand marketing strategies
- Designed and implemented surveys to enhance marketing research and better understand customer preferences
- Conduct research on vehicle fitment to support product and brand strategy
- Supported internal and external product trainings to ensure consistent product knowledge and brand messaging
- Develop engaging social media content to strengthen brand presence

**MARKETING ASSISTANT** (Promoted from Marketing Intern)**January 2020 - February 2021**

Coordinated event logistics, photography, and marketing assets that streamlined campaign execution and improved asset utilization by 25%. Supported cross-department efforts that contributed to smoother brand activations.

- Plan and coordinated event logistics to ensure smooth execution of marketing initiatives and brand activations
- Capture photography of suspension products, vehicles, events, and merchandise to create visual assets for marketing campaigns
- Maintain and organize marketing inventory to support ongoing projects and promotional activities

**MARKETING INTERN****October 2019 - January 2020**

Assisted in campaign tracking, marketing inventory management, and digital process implementation (WiSys), helping improve operational efficiency and reporting accuracy within the department.

- Managed marketing inventory, ensuring materials were organized and readily available for activations
- Analyzed Google Analytics data to evaluate website traffic, user behavior, and campaign performance
- Implemented organizational systems for marketing assets and storage, improving accessibility and readiness

**PROMOTIONAL SPECIALIST****November 2016 - Present****TEAM**

Delivered engaging brand storytelling and product experiences that elevated consumer perception and strengthened regional brand presence.

- Represent Bacardi brands at local restaurants, bars, liquor stores, and special events, delivering memorable brand experiences to consumers
- Promoted and sampled products, leaving positive impressions that increased customer engagement and brand loyalty
- Provided exceptional customer service, building strong relationships with both consumers and retail partners

**EXPERIENTIAL SPECIALIST****November 2016 - Present****Various Marketing Agencies**

Execute premium experiential activations for automotive, technology, and lifestyle brands. This includes large scale ride-and-drives, private experiences, and industry conventions. Collaborated with production teams to ensure seamless event flow, accurate brand representation, and strong consumer engagement.

- Represented diverse brands at events, experiential marketing activations, and promotional campaigns, including ride-and-drives, tech conventions, and private brand experiences
- Built meaningful connections with consumers and promoted brand awareness through in-person engagements
- Collaborated with marketing teams to ensure smooth event execution and consistent brand messaging

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**EDUCATION****California State University Fresno**

Bachelor of Science in Business Administration, Management Option  
Minor in Computer Science

**Reedley College**

Associate of Science in Automotive Technology  
Associate of Science - Transfer in Business Management

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**VOLUNTEER****Select Committee Member, Resource Chair****April 2021 - Present****SEMA Businesswomen's Network**

- Lead a team of 15+ volunteers to develop in-person and online educational programs and member resources
- Oversee strategic planning, content development, and execution of initiatives supporting women in the automotive aftermarket
- Collaborate with SEMA leadership to align programming with the network's mission and industry goals