

Love Lontoc

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PROFESSIONAL SUMMARY

Dependable Marketing Professional with 7+ years of experience in experiential marketing, event execution, team leadership, and strategic development. Skilled in collaborating with cross-functional teams, vendors, and partners to deliver impactful brand experiences and drive business growth. Known for balancing problem-solving with creativity, ensuring that all projects align with company objectives.

SKILLS

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

PROFESSIONAL EXPERIENCE

KW automotive North America, Inc.

July 2023 - Present

Content & Event Specialist (promoted from Brand Manager Associate)

- Execute events and tradeshow within a six-figure budget
- Create and manage content across multiple social channels, websites and ads
- Oversee progress of media and sponsorship contracts from athletes, partners, and influencers
- Connect with event attendees and sponsors to promote products and collect feedback
- Handle travel logistics for staff and partners within budget and timing needs

Brand Manager Associate (promoted from Marketing Assistant)

February 2021 - July 2023

- Conduct market research to identify trends and opportunities for growth
- Participate in business, tradeshow, track days, and off-roading events
- Created consumer surveys to understand customers' needs, preferences and behaviors
- Prepare training materials and presentations to external customers and the internal teams
- Organize and present data from rep agencies, internal staff, and other sources to create brand strategies

Marketing Assistant (promoted from Marketing Intern)

January 2020 - February 2021

- Execute national events by planning logistics, providing deliverables, and tracking expenses
- Photograph suspension products, vehicles, events, and merchandise
- Analyze data, including Google Analytics, write blogs and emails, and review German-English documents
- Manage and maintain marketing inventory

Experiential Specialist

November 2016 - Present

Team

- Execute ride-and-drive events for leading automotive companies, providing hands-on consumer experiences that showcased vehicle features, resulting in increased test drives, brand awareness, and customer engagement
 - Led innovative, experiential marketing activations for brand portfolios like Bacardi, Diageo and R.E.D.D., driving brand engagement and delivering immersive consumer experiences that increased brand visibility and loyalty
 - Support attendees at large-scale experiential marketing campaigns for Google Cloud and Facebook conferences, contributing to the development of immersive attendee experiences
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EDUCATION

California State University Fresno

Bachelor of Business Administration, Management
Minor in Computer Science

PROFESSIONAL DEVELOPMENT

SEMA Businesswomen's Network

Select Committee Member, Resource Chair