

# Brian Cedeno

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## GENERAL SUMMARY

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- ❖ Seven years of diverse experience in B2B-B2C marketing, with three years in early-stage startups.
- ❖ Background in growth marketing, with expertise in Product Marketing for financial services (FinTech) & SaaS.
- ❖ Skilled in User Acquisition, Brand Strategy, Demand Generation, Marketing Analytics, and Lifecycle Marketing.
- ❖ Direct experience in marketing operations, CRM automation, sales enablement, and Product campaigns.

## EDUCATION

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**Bachelor of Arts degree in Marketing and Design**, California State University San Bernardino, Mar 2018

**Certificate in Product Management**, LinkedIn Learning, Oct 2022

**Certificate in Google Ads for Search & Display**, Google Skillshops, Mar 2021

## SKILLS & EXPERTISE

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**Software:** Google Analytics, Google Ads, Unbounce, Heap, Chat GPT-4, HubSpot, Salesforce Marketing Cloud, Sprinklr, Microsoft Office, Google Search Console, Adobe Creative Cloud, Final Cut Pro, WordPress, Figma, Monday, Sharepoint, Zendesk, SEMRush, AdRoll, Hotjar, Clearbit, Jungo, HubSpot Marketing, Asana, Trello, MailChimp

**Skills:** Communications, advertising, brand strategy, SEO/SEM, public relations, email marketing & management, affiliate marketing, product marketing, go-to-market operations, copywriting, paid search, display ads, affiliate marketing, research, demand generation, outbound sales strategies, CRM software automation, marketing automation platforms, Agile, ABM, and experience with web & app tracking/attribution management. rogue

## PROFESSIONAL EXPERIENCES

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### Senior Manager, Growth Marketing

Sep 2022 – Apr 2023

*Verveo | Melbourne, Australia*

- Reported to CEO, leading Product-Led Marketing and Customer Acquisition for a software-as-a-service (SaaS) app
- Directed growth marketing campaigns to drive new product sign-ups and go-to-market for new products/features
- Created website cohorts, partner pages, product pages, and landing pages for acquisition campaigns (A/B tests)
- Developed product positioning and messaging for the Web to target audiences, segments, and their pain points
- Launched an account-based marketing program to increase new deals & meet pipeline goals (\$260k in 2023-Q2)
- Led end-to-end demand generation programs, leveraging webinars, emails, nurtures, paid media, and content

### Manager, Digital Marketing

Oct 2021 – Jun 2022

*LoanMe | Anaheim, CA*

- Reported to VP of Marketing, managing digital marketing and marketing operations for a financial services firm
- Owned content marketing and SEO for product-related searches on Google and partner channels (blog, affiliates)
- Shipped an online registration portal to increase user conversion (UX/UI), web pages for our corporate website
- Optimized WordPress CMS and site content for SEO/SEM, increasing monthly site traffic and product applications
- Managed \$1.2m annually for digital media buying via media channels (programmatic, paid search, social media)
- Developed high-impact marketing collateral for sales including presentations, guides, case studies, web pages

### Manager, Product Marketing (APAC)

Jul 2020 – Oct 2021

*Zinvest Financial (DBA "Velox Holdings") | Anaheim, CA*

- Promoted to retail (B2C) business unit, reporting directly to the CEO supporting US business operations for Asia
- Led product marketing and digital innovation for an online investment advisory and stock brokerage application
- Owned go-to-market for digital channels (social media, email, nurtures, SEO/SEM, PPC, and content marketing)
- Shipped mobile stock trading application versions for iOS; launched wireframes, prototypes, sitemaps, features
- Led product launch via go-to-market strategy to promote in North America and increased user base by over 60%
- Executed growth experiments across channels to drive user acquisition. Tracked QoQ key performance indicators
- Scaled mobile-first channels (Email, SMS, and push marketing) to drive global product discovery and engagement

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## Marketing Manager

Aug 2019 – Oct 2021

*Velox Clearing (DBA "Velox Holdings") | Anaheim, CA*

- Reported to VP of Sales, managing Digital Marketing and Global Sales Support for a financial services firm
- Worked cross-functionally with Operations, Sales, Customer Success, Legal, and Compliance on market research
- Owned CRM/ABM marketing and sales automation programs. Managed media promotions and events
- Built in-house analytics system for reporting QoQ demand generation metrics (CPI, CPA, CPC, CVR, LTV, CAC)
- Created marketing plans to drive pipeline growth and define our optimal marketing mix Quarter over Quarter
- Produced corporate communications & promotion materials for virtual/on-site events and industry editorials

## Marketing Consultant

Jan 2015 – Feb 2019

*Cedeno Visuals | Beaumont, CA*

- Founded a marketing & design studio supporting Web Marketing and Brand Strategy for local and SMB clients
- Retained media services on Facebook and Yelp for B2C/DTC clients with budgets exceeding \$10k/month
- Provided corporate identity, web design, marketing collateral, and digital branding services as Agency/Interim
- Launched websites with sales, customer success, and automated support features for select brands
- Led user acquisition via paid media channels for a multi-sided marketplace business & various non-profits
- Clients include Boys & Girls Club of San Bernardino, Alden Systems, Impac Mortgage, Riverside Sheriff's Office

## Lead Designer, Graphics and Web

Oct 2017 – Sep 2018

*Beaumont Copy | Beaumont, CA*

- Reported to CEO, led the main office as Lead Designer and Media Specialist for a large-format print & design shop
- Directed 2 direct staff on production operations to deliver customer orders in a fast-paced environment
- Created business collateral for Clients, from print-based material to digital graphics and websites
- Managed channels for customer inquiries, providing sales support and customer service requests
- Provided consultations to customers offering solutions and making recommendations for campaign optimization

## Media Specialist

Mar 2017 – Dec 2017

*County of San Bernardino Department of Child Support Services | San Bernardino, CA*

- Reported to the Director of Multimedia, supporting the Media Unit for a local government organization
- Managed in-office print & multimedia services and proficiency in Excel/Google Sheets for DCSS communications
- Created collateral for the new San Bernardino Support disbursement portal for registered DCSS payees
- Maintained annualized education ephemera to apprise prospective payee registrants on healthcare resources
- Designed print/video media for new programs, workshops, and other resources for public communications

## PORTFOLIO & PROJECTS

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Personal portfolio: [briancedeno.com](http://briancedeno.com); Portfolio of recent projects and case studies: [behance.net/brianjcedeno](https://behance.net/brianjcedeno)

### Online Loan Application Portal for LoanMe, Sep 2022

Owned the design, user experience, and buying journey of loan products for a financial services provider.

Case Study: [Presentation Deck](#) | | Live App: [www.loanme.com/apply](http://www.loanme.com/apply)

### Mobile Brokerage Application (iOS) for Zinvest, Jun 2021

Launched a digital brokerage platform for iOS; owned go-to-market, messaging, and product design for US.

Case Study: [Project Highlight](#) | | Live App: [iOS Mobile Application](#)