

EXECUTIVE SUMMARY

- ❖ Marketing professional with a versatile background in creative marketing solutions for corporate and startups.
- ❖ Experienced in B2B/B2C product marketing, with expertise in FinTech IaaS/D2C, HR SaaS, and agency-side.
- ❖ Skilled in demand generation, product-led growth, sales enablement, and global brand communications, with capabilities in conception to execution for zero-to-one marketing operations, owning go-to-market campaigns, enabling product experiences, conversion optimization processes, and organic/lifecycle marketing strategies.

EDUCATION

Bachelor of Arts degree in Design and Marketing, 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

Certificate in Social Media Marketing, SEMRush Academy, May 2019

TECHNICAL EXPERTISE

Software: Google Analytics, Google Ads, Unbounce, Heap, Facebook Business Manager, HubSpot, Salesforce Marketing Cloud, Microsoft Office, Google Search Console, Adobe Creative Cloud, Ahrefs, SurferSEO, WordPress, Figma, InVision, MailerLite, MailChimp, SendGrid, Hootsuite, Sendible, Buffer, SEMRush, AdRoll, Contentful, Hotjar, Clearbit, HubSpot Marketing, HubSpot Sales, Optimizely, Zendesk, project management software (Asana, Trello)

Skills: Corporate communications, digital advertising, brand management, SEO/SEM, social media, public relations, email marketing & management, affiliate marketing, customer support, fintech, go-to-market planning, copywriting, product design, user experience, market research, sales, performance marketing, demand generation, social media.

Languages: **HTML** (Basic), **CSS** (Basic), **SQL** (Beginner)

PROFESSIONAL EXPERIENCES

Senior Growth Marketing Manager

Sep 2022 – Apr 2023

Verveo | Melbourne, Australia

- Reported to CEO, leading 4 direct reports on Corporate Marketing and User Acquisition for a B2B HR SaaS.
- Directed product-led campaigns for global markets, owning go-to-market launches and channel activations.
- Owned conversion optimization of sales funnel. Launched webpage cohorts for A/B testing, advertising, and ABM.
- Developed messaging for Main website, Blog websites, Product sites, partner sites, and landing pages.
- Led sales enablement and CRM lifecycle marketing automation for Sales, Partnerships, and Customer Service.
- Owned organic & inbound marketing programs (SEO, Content Marketing, Email) and monthly LTV/ROI reports.
- Launched 4 assessment products and 2 training modules as Offerings. Assisted with advocate customer testing.

Manager, Portfolio Marketing

Oct 2021 – Jun 2022

LoanMe | Anaheim, CA

- Reported to VP Marketing, supporting Digital Marketing and marketing operations for a direct lending firm.
- Devised new programs & program expansion plans for promoting personal & business loan products in 38 states.
- Owned optimization of lifecycle marketing automation for growing application rates (SMS, email, mail, affiliates).
- Led content marketing for product-related searches on Google and partner channels (blog and affiliate sites).
- Designed marquee units for flagship webpages; Built new responsive web applications for Web (UX/UI, front end).
- Assisted leadership with messaging & attribution for direct mail campaigns, including Warehouse Distribution.
- Managed WordPress CMS and site content for SEO/SEM, including Google/Social and Programmatic advertising.

Brian Cedeno

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Director of Product Marketing (APAC)

Jul 2020 – Oct 2021

Zinvest | Anaheim, CA

- Reported to CEO, leading Product Marketing and Partnerships for a US stock trading/fintech mobile application.
- Led user acquisition & activation for target markets in Asia and North America, reporting MAU/DAU and revenue.
- Owned corporate web & online channel strategy, along with US business development for new partners/vendors.
- Coached user research & testing, leading product design and feature development for new product launches.
- Guided product roadmaps for mobile apps (iOS, Android), advising Asia Team on technical documentation.
- Piloted transaction programs for in-app consumer microservices (memberships, redeemables).
- Piloted direct response campaigns (Social, Google PPC, Newsletter) and brand marketing (Influencers, Events).

Senior Associate, Marketing Manager

Aug 2019 – Oct 2021

Velox Clearing | Irvine, CA

- Reported to VP Sales, managing Public Relations and Web Marketing for a broker-dealer firm (Fintech IaaS).
- Owned CRM/ABM marketing and sales automation programs to influence AUM growth and net new pipeline.
- Led database marketing program targeting broker-dealers, investment advisors, and proprietary funds.
- Owned new web page development, including Marquee web applications, landing pages, and User Platform.
- Produced corporate communications & promotion materials for virtual/on-site events and industry editorials.
- Assisted technology relations for API providers (cloud for clients) and new marketing technologies (Salesforce).

Marketing Consultant

Jan 2015 – Feb 2019

Cedeno Visuals | Beaumont, CA

Clients Include: Riverside Sheriff's Office, Boys and Girls Club of San Bernardino, CASA of San Bernardino, Kachinga, and Pulse Productions.

- Founded a marketing & design studio supporting Web Marketing and Brand Strategy for local and SMB clients.
- Managed monthly advertising services on Facebook and Yelp 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.

Lead Graphics & Web Designer

Oct 2017 – Sep 2018

Beaumont Copy & Graphics | Beaumont, CA

- Reported to CEO, led the main office as Lead Designer & 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 in-office business consultations to customers offering a range of business solutions.

Media Specialist

Mar 2017 – Dec 2017

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

- Reported to Director of Multimedia, supporting in the Media Unit for a regional Public organization.
- Owned in-office print/graphic design and multimedia services (video, presentations) for the DCSS branch.
- 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, career workshops/employment pathway programs, dwelling payment assistance, childcare development, and other resources which consisted of print/video media for internal comms.

PORTFOLIO & PROJECTS

Personal website for inquiries: briancedeno.com; Portfolio for Product case studies: behance.net/brianjcedeno

Online Loan Application Experience for LoanMe, Sep 2022

Led online user experience and buying journey of loan products for a financial services provider.

Collaborated with API providers to automatically redirect subprime customers to tertiary products and services.

Case Study: [Presentation Deck](#) || Live App: www.loanme.com/apply || Project Link: [Figma File](#)