

elijah wayne

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EXPERIENCE

MARKETING MANAGER | 01/2015 - 07/2017
TRINITY FORCE CORP. (LOS ANGELES, CA) | TRINITYFORCE.COM

- + Led marketing team to attract key clients (B2B), cultivate relationships, and grow brand awareness.
- + Helped increase total revenue from military & law enforcement contracts by over 700%.
- + Produced commercials, catalogs, digital & print ads, product packaging, and trade show booths.
- + Ensured promotions and campaigns were impactful, on time, and within budget.
- + Coordinated with other managers to ensure effective delivery of marketing plans.
- + Developed responsive e-commerce website and visual content (photography and design).

ASSOCIATE PRODUCER | 06/2013 - 04/2014
PROGENEX (LONG BEACH, CA) | PROGENEXUSA.COM

- + Supported creative team in all aspects - photo/video research, budgeting, writing, shooting, and editing.
- + Photographed sponsored athletes at events, published content online, and marketed it on social media.
- + Participated in concept development process for marketing strategies and campaigns.

ACCOUNT MANAGEMENT INTERN | 08/2012 - 01/2013
ETA AGENCY (LONG BEACH, CA) | AGENCYETA.COM

- + Prepared pitch letters and research reports to support clients and new business opportunities.
- + Supported day-to-day account management of clients.
- + Developed timely and accurate reports (call reports, recaps, industry trends, and social metrics).

CAPABILITIES

CREATIVE

Production (vision, delegation, management), Graphic Design (Adobe Creative Suite), Branding, UI/UX, Website Development (Wordpress), Photography/Videography (studio and location)

MARKETING

Project Management, Strategy, Budgeting, Promotions, Email Marketing, B2B/B2C

EDUCATION

CALIFORNIA STATE UNIVERSITY, LONG BEACH | 2015
Bachelor's Degree - Marketing

LORENZO DÉ MEDICI - FLORENCE, ITALY | 2014
Graphic Design / Fashion Photography

THE BOOKSHOP: SCHOOL FOR ADS | 2013
Creative Direction / Copywriting