

Ringo Cisneros

MARKETING
& SOCIAL MEDIA DIRECTOR

956-270-7539

rcisneros1233@gmail.com

3401 S. Lamar Blvd | Austin, TX 78704

<https://www.linkedin.com/in/rcisneros1233/>



EDUCATION

B.A COMMUNICATIONS &
PUBLIC RELATIONS / MAJOR
Texas A&M - Corpus Christi
2011 - 2012

PROFESSIONAL PROFILE

Marketing Professional with 5+ years of experience in social media management, content marketing, e-commerce, and branding. Possesses a B.A. in Communications and a minor in Public Relations. Excellent communication skills for outreach and digital copywriting, ensuring a strong brand presence.

EXPERIENCE

MARKETING DIRECTOR *KPG Hospitality / Austin, TX /*

June 2019– March 2020

- Oversaw marketing and advertising efforts for all Kung Fu Saloon locations (Austin, Rock Rose, Dallas, Fort Worth, Houston, Nashville)
- Media buying: 2019 with a \$3,000 budget we organized digital & print ads for 101x Jason & Deb's St. Patrick's Day party with Doug Benson
- Created at least 10-12 flyers per location for events each month
- Worked with one freelance designer and coordinated on large changes to the website. Maintained the day-to-day website upkeep (changing hours, updating menus, adding buttons, updating the Wordpress sites)
- Roughly did monthly donations for non-profit organizations for Drink 4 a Cause. The budget for each month was \$300 so I donated \$25, \$50, \$75, or \$100 to organizations

SOCIAL MEDIA MANAGER

KPG Hospitality / Austin, TX / Dec 2017 – March 2020

- Managed all social accounts daily: Facebook (Six pages), Twitter, and Instagram (two accounts) and reply to consumers
- Would respond to about 5-6 reviews every day on Google My Business for all six locations.
- Suggested and implemented new features to develop brand awareness, like promotions and competitions and other social media strategies
- Communicated with followers, respond to queries in a timely manner and monitor customer reviews
- Generated about 1-2 posts a day on Facebook, Instagram, and Twitter. I would edit, publish and share engaging content daily (e.g. original text, photos, videos, and news)
- Oversaw social media accounts design (e.g. Facebook timeline cover, profile pictures and blog layout)

INTERNAL OPERATIONS SPECIALIST

Sauceda Industries / Austin, TX / March 2016 – Oct 2017

- Utilized B2B and 3PL Softwares
- Managed and maintained supply and demands
- Reconciled inventory, monitor and analyzed inventory characteristics
- Managed office purchasing and analyzed anticipated needs
- Negotiation with vendors for cost effectiveness
- Leading team towards company goals
- Brand identity - TheChive

KEY SKILLS

Mailchimp

Hootsuite

Adobe Illustrator

Adobe Photoshop

Google Analytics

Facebook Analytics

Web Creation