



I love what I do. I do it for you.

Luis Guajardo

8 East 9th St.
Chicago, IL 60605

323.605.6887

luis@gohardent.com

Portfolio

Marketing

Social Media

Facebook

Advertising

Design

Events

Sponsorship

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 /gohardenterprises

 @gohardtweets

 /in/luisguajardo

Who I Am

I have over 10 years of experience working in business development with a focus in marketing, social media, advertising, design, events, and sponsorship. Between my professional and freelance experience, I have worked with over 50 companies ranging from small businesses and start-ups to corporate brands. Simply put: *I love what I do and I want to do it for you.*

Marketing Proficiency

- Campaign Ideation
- Email Marketing Strategy
- Sweepstakes & Contests
- Blogging
- Search Engine Optimization
- Search Engine Marketing

Social Media Proficiency

- Custom Profile Design
- Custom Facebook Tab
- Application Development
- Social Media Strategy
- Audience Building
- Social Bookmarking

Design Proficiency

- Adobe Creative Suite
- Website Design
- HTML Emails
- Graphic Design
- Logo Design
- Print Design

Programming Proficiency

- HTML, XHTML, HTML5, CSS3
- Javascript
- PHP5/ MYSQL
- Flash
- CMS - Joomla ,Wordpress
- eCommerce

Advertising Proficiency

- Campaign Ideation
- Ad Placement
- Analytics
- Selling Advertising
- Media Deck Creation
- Presentation

Events & Sponsorship Proficiency

- Executive Production
- Marketing & Promotions
- Public Relations
- Buying Sponsorship
- Raising Sponsorship
- Media Sponsorship

Education, Skills, & Hobbies

University of Michigan Ann Arbor - Bachelor of Arts 2002

- Proficient in Spanish
- Microsoft Office Software
- Project Management Software (i.e. Microsoft Project, Basecamp)
- Health, Wellness, & Culinary Arts
- Guitarist & Singer/Songwriter



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DBA goHarD Enterprises

2007- Present

Gogo Inflight Internet (On-Going Project)
www.gogoaire.com | facebook.com/gogo

Began September 2011

Social Media Manager

- Create and develop social media strategies
- Implement contests, giveaways, and sweepstakes - customizing Wildfire platform
- Develop custom Facebook tabs, Twitter and Facebook applications
- Coordinate social media projects managing work flow between creative team, user experience manager, and marketing director
- Ideate and development an eCard application utilizing wordpress platform

XLogotech (On-Going Project)
www.XLogotech.com | facebook.com/xlogotech

Began November 2011

Marketing Director

- Ideate and develop social media strategies to build an audience across social platforms
 - Implement contests, giveaways, and sweepstakes
 - Develop custom Facebook tabs and Twitter and Facebook applications
 - Manage social media posting
- Design, manage, and track custom HTML email campaigns
- Design, write, and implement marketing strategy for wordpress blog

jetPADS Inc. (On-Going Project)
www.jetpads.net | facebook.com/jetpadhomes

Began November 2009

Director of Business Development

- Lead property acquisitions and global expansion
- Develop partnerships with vendors providing concierge services to jetPADS clientele
- Manage media buys, public relations, and marketing partnerships
 - Oversee creative development
- Ideate social media campaigns to build and stay connected with an audience

Pimento Studios/Olive Street Design (Agency)
www.olivestreetdesign.com

Began September 2011

Web/Social Media Developer

- Develop static HTML websites and in open source CMS (i.e. wordpress, joomla, etc.)
- Ideate and develop social media strategies for agency clients
 - Implement contests, giveaways, and sweepstakes
 - Develop custom Facebook tabs and Twitter and Facebook applications
 - Manage social media posting

Liquid Thread (Agency)
www.liquidthread.com

Began September 2011

Facebook Developer

- Develop a customized tabs for their client, Sauza Tequila
 - Includes Fan Gate, PHP script for dynamic functionality, and customized design

Jason Oppenheim, Esq. Real Estate
www.jasonoppenheimesq.com | facebook.com/jasonoppenheimesq

Began 2009

Brand/Business Development

- Designed HTML5 websites for real estate business with integrated marketing strategy
- Perform monthly search engine optimization
- Customized Twitter, YouTube, and Facebook business profiles
- Design custom HTML email campaigns
- Setup email, Google analytics, and other internet technologies to aid in business development



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DBA goHarD Enterprises cont.

2007- Present

Network of Executive Women

2011

www.newonline.org | facebook.com/newnational

Social Media/Email Marketing Director

- Ideate and develop social media strategies
 - Implement contests, giveaways, and sweepstakes
 - Develop custom Facebook tabs
 - Manage social media posting
- Design, manage, and track custom HTML email campaigns
- Edit news articles and event postings to optimize for search engines (SEO)

SocialShopper.com

2010

www.socialshopper.com | facebook.com/socialshopper

Social Media Director

- Customized Facebook page
- Developed overall strategy to grow audience and email list
- Posted content and managed page

Seventh Pool Series

2010

www.seventhpoolseries.com | facebook.com/seventhpoolseries

Executive Producer

- Developed branding, website, marketing strategy
- Developed media partnerships with ClearChannel, MyClubScene.com & Nightguide Magazine
- Developed promotional partnerships with Quintessentially
- Raised title and supporting sponsors

Perfect Business Summit

2009 - 2010

www.perfectbusiness.com/summit | facebook.com/theperfectpitch

Executive Producer

- Developed Media Partner relationships with USAToday, Success Magazine, Entrepreneur Magazine, CBS Radio, and CNBC
- Raised presenting and supporting sponsorship
- Recruited speakers for the conference
- Created and managed social media marketing (Twitter competition) – 6,000+ fans on Facebook page, 1500+ entries for twitter competition

MEN7 Network

2007 - 2009

www.men7.tv

Marketing/Sponsorship Associate

- Managed sweepstakes that brought over 80,000 entries
- Managed ad placement for TV show and website
- Developed relationships with media planning agencies, ad networks, & corporate brands
- Developed new strategies and brand relationships for branded entertainment

Web Solutions Marketing & Development LLC (Agency)

2007 - 2009

www.websolutionsmd.com

Account Manager

- Managed accounts representing over \$200,000 in gross revenue
- Developed marketing strategies to expand the West Coast Division
- Project Management
- Represented company at conventions and business networking events

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DBA goHarD Enterprises cont.

2007 - Present

Hollywood Covered Magazine

2007-2008

Business Development Consultant

- Developed the marketing/advertising sales strategy
- Managed sales team tracking progress through a reporting system delivering over \$20,000 in sales per edition
- Raised over \$10,000 in sponsorship for magazine's events
- Wrote strategic articles on nightlife/lifestyle which incorporated the sales strategy
- Managed the online development including updated content and online advertising sales strategy

Professional Experience

2002 - 2007

The Greek Telephone Directory Inc.

2004 - 2007

Project Manager

- Managed ad design team
- Assisted in development of technology, improving efficiency and cost effectiveness of internal operations cutting overhead cost by more than 20%
- Managed collections process
- Managed revenue renewal strategy by renewing/upgrading existing clients for upcoming editions totaling over \$200,000 in sales

Ring Marketing LLC

2002 - 2004

Director of Business Development

- Researched market tendencies which assisted in the development of sales/marketing strategies for the business plan which raised funding for company
- Created marketing presentations/advertising material
- Generated new leads through direct sales calls to prospects and managed client relationships including the monitoring of projects and reporting progress to clients