

**Severo Baltasar**

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### **Mission**

To leverage my marketing and development expertise to drive growth, enhance brand presence, and support organizational goals through strategic marketing initiatives and creative development solutions.

## **SUMMARY**

With over 11 years of experience in executive support and a strong foundation in marketing and development, I am skilled at creating and executing strategies that enhance brand visibility, increase revenue, and support organizational growth. My expertise spans across content creation, campaign management, event planning, donor relations, and cross-functional collaboration. I have a proven track record of successfully managing marketing projects, building relationships with stakeholders, and designing both print and digital assets that communicate brand value and mission effectively.

## **CAREER HIGHLIGHTS**

- **Revenue Growth:** Spearheaded marketing strategies that resulted in new revenue streams, including merchandising, cost analysis, and event management.
- **Brand Development:** Designed marketing materials, including websites, business cards, and brochures, to enhance brand recognition and customer engagement.
- **Fundraising Success:** Managed and organized large-scale fundraising events, including the Secure the Vision fundraiser, raising \$1M for the organization.
- **Content Strategy & Editorial:** Contributed editorial work on national magazine articles and books, including a New York Times Bestseller (*Relaunch: How to Stage an Organizational Comeback*).
- **Digital Marketing:** Led successful digital marketing campaigns across social media platforms, websites, and email marketing to increase customer engagement and drive sales.
- **Process Optimization:** Streamlined marketing operations and reduced costs through the redesign of product packaging and website overhauls.

## **PROFESSIONAL EXPERIENCE**

### **Director of Marketing and Development**

Replay Arcade, Buford, GA (September 2019 - August 2020)

- Developed and executed marketing campaigns, increasing customer engagement through targeted social media and digital strategies.
- Managed the design and production of print and online marketing materials to promote events and enhance brand recognition.

- Created new revenue streams by implementing efficient ordering, merchandising, and cost analysis processes.
- Coordinated weekly events, including guest promotions, sponsorships, and partnerships with related businesses to maximize attendance and brand visibility.
- Managed relationship building with contractors, distributors, and vendors to ensure seamless operation and cost-effective purchasing.

#### **Executive Assistant to CEO/CFO**

DCR Systems, Duluth, GA (June 2021 - Present)

- Coordinated marketing initiatives across six locations, overseeing social media content, job listings, and online presence.
- Drafted internal and external communications, including marketing messages, ensuring the proper tone and alignment with brand strategy.
- Supported strategic decision-making by synthesizing market data and creating reports on customer trends and competitor activities.
- Assisted in the development and execution of company events, including leadership meetings and conferences, ensuring all marketing materials were consistent with the brand message.

#### **Executive Assistant to COO**

Global Servants, Flowery Branch, GA / Thailand / Ghana (June 2010 - December 2018)

- Worked closely with the COO to coordinate fundraising initiatives, including events and donor outreach, to meet organizational goals.
- Designed and edited print and digital publications for marketing and fundraising efforts, contributing to the creation of promotional materials that aligned with the company's mission.
- Managed company websites and social media accounts to ensure up-to-date content and engagement with supporters.
- Assisted in the development and implementation of marketing strategies to enhance donor relations and brand awareness.

### **EDUCATION**

#### **B.A. in Psychology (Magna Cum Laude)**

Youth Ministry Minor

Oral Roberts University, Tulsa, OK – Spring 2009

- GPA: 3.6/4.0

#### **Certificate in Strategic Leadership & Business Management**

National Institute of Christian Leadership, 2015

- Valid for MBA credits

## **ADDITIONAL EXPERIENCE**

### **Concierge/Security**

Allied Universal, Braselton, GA (February 2021 - June 2021)

- Provided high-level customer service and security management, ensuring the safety of events and assisting with logistical planning.

### **Sales/Luggage Expert**

MORI Luggage and Gifts, Buford, GA (March 2019 - August 2019)

- Assisted in customer service, sales, and merchandising efforts, contributing to store revenue growth through targeted product placement and customer engagement.

### **Bookseller/Marketing**

Ellie Raine, LLC, Norcross, GA (September 2019 - March 2020)

- Supported marketing efforts by managing book sales, customer relations, and promoting products through various channels.

### **Shift Lead/Keyholder**

Vintage Stock, Tulsa, OK (May 2009 - November 2010)

- Led store operations and oversaw sales and marketing promotions to drive business growth.

## **VOLUNTEER WORK**

- **Community Leader**, LevelUp Games – Duluth, GA (2022 - Present)
- **Workshops Director**, Momocon – Atlanta, GA (2018 - 2020)
- **Event Host**, Model Building Club – Buford, GA (2015 - 2017)
- **Host/Gaming Instructor**, Momocon/Southern Fried Gaming Expo (2014 - 2017)
- **Host/Dance Instructor**, Tulsa Underground Swing (2010 - 2013)

## **SKILLS & APPLICATIONS**

### **Marketing Tools & Strategies:**

- Social Media Management (Facebook, Instagram, LinkedIn, Twitter)
- Email Marketing Platforms (Mailchimp, Constant Contact)
- Content Creation & Copywriting (Print and Digital)

### **Design & Creative Tools:**

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Graphic Design for Digital and Print Media
- Web Design and Maintenance

### **Office & Productivity Tools:**

- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Publisher)
- Google Workspace (Docs, Sheets, Drive)
- Project Management (Asana, Trello, Monday.com)
- Scheduling Tools (Calendly, Google Calendar)

### **Event & Fundraising Management:**

- Event Planning & Coordination
- Donor Engagement & Relationship Management
- Logistics & Vendor Coordination

### **KEY STRENGTHS**

- **Marketing Strategy:** Ability to create and execute effective marketing plans that drive revenue and engagement.
- **Brand Development:** Experience building and maintaining brand identity through creative design and messaging.
- **Fundraising & Donor Relations:** Skilled in planning and executing fundraising events and building strong donor relationships.
- **Content Creation & Editing:** Expertise in crafting compelling content across print and digital formats.
- **Cross-functional Collaboration:** Proven track record of working with internal teams and external partners to achieve organizational goals.

### **NOTABLE ACHIEVEMENTS**

- Successfully developed marketing strategies that generated new revenue streams for the business.
- Managed large-scale fundraising events, raising significant funds to support organizational goals.
- Contributed to the publication of a New York Times Bestseller, expanding visibility and engagement for the organization.