

Severo Baltasar
sdbaltasar@gmail.com
[LinkedIn](#)

Mission

To bring joy through service by connecting my diverse skill set with my passion for helping others. I aim to drive success through consistency, communication, and attention to detail.

SUMMARY

With over 11 years of experience as an executive assistant and a strong background in copyediting, graphic design, and marketing, I excel in optimizing organizational processes, enhancing brand communication, and delivering high-quality creative assets. My diverse professional experience spans nonprofits, automotive, education, entertainment, and logistics industries. I've demonstrated success in project management, fundraising, and digital and print design, helping organizations improve revenue, streamline operations, and create effective communications.

CAREER HIGHLIGHTS

- **Brand Development:** Designed and launched marketing materials, including a recruiting website, certification platforms, marketing cards, and business cards, to build awareness and educate customers and employees.
- **Cost Reduction:** Spearheaded two major website overhauls and redesigned product packaging, saving costs for a nonprofit, allowing 90% of funds to directly support the cause.
- **Editorial Success:** Edited national magazine articles and contributed to the success of a New York Times Bestseller, *Relaunch: How to Stage an Organizational Comeback*.
- **Revenue Growth:** Doubled the monthly revenue of an entertainment venue within four months through innovative marketing and event strategies.
- **Event Management:** Coordinated multinational meetings and major fundraising events, including raising \$1M for Secure the Vision Fundraiser.
- **Training Development:** Created a "Sales Ninja" manual that helped a retail location go from #21 to a top 10 position, contributing \$1M in sales.

PROFESSIONAL EXPERIENCE

Executive Assistant to CEO/CFO

DCR Systems, Duluth, GA (June 2021 - November 2024)

- Coordinate travel arrangements, meetings, and events for executives across six locations.
- Draft communications and manage executive calendars with attention to tone and clarity.
- Synthesize and analyze data for reporting and strategic decision-making.
- Assist in the development of streamlined processes, improving operational efficiency across departments.
- Oversee company social media, job listings, and vendor accounts.

Director of Marketing and Development**Replay Arcade, Buford, GA (September 2019 - August 2020)**

- Managed relationships with contractors and distributors to drive business growth.
- Developed and launched new revenue streams, including ordering, merchandising, and cost analysis processes.
- Led social media campaigns, web design, and co-marketing efforts with related businesses.
- Designed print and digital marketing materials to promote events and increase engagement.

Executive Assistant to COO**Global Servants, Flowery Branch, GA / Thailand / Ghana (June 2010 - December 2018)**

- Managed phone and email correspondence with donors, vendors, and partners.
- Edited and designed publications for fundraising and outreach, enhancing visibility and engagement.
- Traveled internationally for fundraising events and assisted with product sales and guest logistics.
- Created and maintained content for company websites and social media platforms.

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)

Sales/Luggage Expert

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

Bookseller/Marketing

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

Shift Lead/Keyholder

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

Wing Chaplain

Oral Roberts University, Tulsa, OK (September 2006 - May 2008)

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

Office Productivity: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook, Publisher)

Creative Tools: Adobe Creative Suite (Photoshop, InDesign, Lightroom)

Video Conferencing: Zoom, Microsoft Teams

Social Media: Facebook, Instagram, LinkedIn, Discord

Email Marketing: Mailchimp, Constant Contact

Scheduling: Calendly

Shipping & Logistics: UPS, FedEx, USPS (Shipping Manager Apps)

Phone Systems: Nextiva Manager/Phone App

Recruiting & Job Boards: Indeed, College Central

Print & Marketing: Vistaprint, FedEx Print Manager, UPS Print Manager

KEY STRENGTHS

- Communication: Strong writing, copyediting, and content creation skills across print and digital platforms.
- Project Management: Experienced in overseeing multifaceted projects with diverse teams and tight deadlines.
- Design Expertise: Skilled in graphic design for both marketing materials and digital assets.
- Event Coordination: Proven ability to plan and execute successful corporate and fundraising events.

NOTABLE ACHIEVEMENTS

- Successfully led brand development projects that enhanced customer engagement and awareness.
- Contributed to the turnaround of an entertainment venue through strategic planning and marketing efforts.
- Created content and designed materials that helped secure millions in fundraising.