


# SANDY BAUDOUX

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 **OBJECTIVE** Career Goal: Chief Marketing Officer (CMO)

**EXPERIENCE**  **InnoVision Marketing Group – Department Manager of Social Media** 2021 - Present

- Managed social media platforms for 19 clients' across 8 industries through design and research of brand-relevant content for organic and paid media, for videos, static posts, and stories
- Developed 25+ one sheet and decks for clients and their franchisees as needed on the services offered, social media reports, and how-tos of social media, reputation management, and community management
- Assisted in marketing and event collateral (flyers, event announcements...)
- Trained 6 onboarding social media team members on internal practices and the specific clients' brand

**iCatch Marketing LLC – Content Creator and Social Media Manager** 2019 - 2021

- Managed 12 clients' social media platforms via Zoho (Twitter, Instagram, Facebook, and LinkedIn)
- Creative writer for 50 clients in 10+ industries for blog posts, web content, email marketing & product packaging, and PR
- Assisted in product packaging, website design, and event marketing materials
- Developed WordPress, Elementor, Zoho, Canva, and basic Adobe Photoshop/ Illustrator skills

**Implantation USA LLC – Marketing Manager** 2018 - 2020

- Created biweekly newsletters and PowerPoints in both French and English to send out to clients around the world
- Assisted in promoting new products and businesses to clients via emails, and documents
- Developed new online presence for new businesses from website development and reputation/social media management
- Report back directly to CEO and Investors on projects

## 2022 OUTCOMES



- Grew a QSR restaurant's social media following by 26% on Facebook, 66% on Instagram, and 63% on TikTok
- Assisted in 20+ grand openings
- Maintained overall reputation management across 40 locations for QSR restaurant at 3.78 on Yelp and 4.18 on Google My Business
- Signed on 5 new clients for social media and 5 new accounts for reputation management

## ADDITIONAL WORK EXPERIENCE



- |                             |                                     |                |
|-----------------------------|-------------------------------------|----------------|
| • Bold Centennial Marketing | CEO/Marketing Manager               | 2017 - Present |
| • Bold Centennial           | Blog Content Creator                | 2019 - Present |
| • Quicksand Escape Games    | Marketing Manager                   | 2020 - 2021    |
| • Feather and Bone          | Marketing Intern                    | 2019 - 2020    |
| • Web4Realtors              | Marketing and PR Assistant (Intern) | 2019 - 2020    |
| • Eagle Martial Arts        | Project Manager                     | 2016 - 2017    |
| • DrivAd Inc                | Social Media Specialist             | 2015 - 2016    |

## EDUCATION



- **San Diego State University (SDSU) – San Diego, CA**
- Bachelor of Science in Business Administration Emphasis in Entrepreneurship
- Courses include Marketing, Business Writing and Rhetoric, Principles of Public Relations, Business Ethics, Leadership in Organization, International Entrepreneurship, Business Plan Development, Creativity and Innovation
- **Zahn Innovation Platform (ZIP) Launchpad — SDSU**
- Accepted into then semester-long incubator program after pitching my business idea in the beverage industry