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JULIAN ARJONA

MARKETING SPECIALIST

PROFESSIONAL SUMMARY

Creative and results-driven Marketing Specialist with hands-on experience growing brands across health, industrial, and sports industries. Skilled in social media management, video production, and brand strategy — consistently driving organic engagement, sales, and visibility. Passionate about sports marketing and storytelling through engaging, data-driven content.

EMPLOYMENT HISTORY

OCT 2023 - PRESENT

Marketing & Sales Specialist, Premium Vitamin LLC, Chino, California

- Spearheaded rebranding efforts for a new dietary supplement company, including new label designs, updated website, and refreshed product visuals.
- Built and managed the brand's presence on Instagram, TikTok, and eBay, achieving over **1.7K sales** and **100% positive customer feedback**.
- Increased monthly revenue from \$0 to over \$3K through organic marketing strategies — without paid ads.
- Captured and edited product photography and short-form content to boost awareness and customer trust.
- Collaborated with manufacturing partners to learn and manage supplement production documentation and compliance.
- Implemented data-driven social media strategies to expand reach and drive consistent engagement.

MAR 2025 - PRESENT

Marketing Associate, Protech Systems, Riverside, California

- Create and execute marketing content for a U.S.-based manufacturer specializing in punch stamping presses and OSHA/ANSI machine safety solutions.
- Introduced cinematic and educational video campaigns to replace static design posts, significantly improving engagement across digital platforms.
- Design marketing materials such as flyers, trade show collateral, business cards, and promotional products, maintaining brand consistency.
- Assist in email campaigns and client communication strategies to highlight new product updates and safety compliance benefits.
- Manage listings and product promotions on eBay to optimize sales of company inventory.

AUG 2025 - PRESENT

Marketing & Social Media Manager, Fontana Futbol Club, Fontana, California

- Developed and launched new social media accounts (TikTok, Instagram) to strengthen local community engagement.
- Created cinematic, humorous, and sports-driven content tailored for TikTok, resulting in:

26K+ post views (+1382%) | 1,581 profile views (+1299%) | 526 likes (+1321%) | 681% net follower growth within two months and growing.

- Collaborated with a web designer to modernize the club's outdated website, implementing layout and visual updates to attract new players.
- Utilize social media analytics to identify growth trends and adjust posting strategy, increasing awareness of the academy.
- Assisted in bringing in new player sign-ups through digital promotion and consistent engagement.

SKILLS

Content Strategy

Video Production

TikTok & Instagram Reels

Customer Engagement

Brand Management

Social Media Advertising

CapCut

Canva

Adobe Premiere Pro

Product Photography

Drone Footage

EDUCATION

AUG 2018 - DEC 2022

Bachelors of Arts in Communications Media Studies, California State University-San Bernardino, San Bernardino, California

GPA 3.5/4.0, Dean's List for 3 Semesters