ROBERTO VERA

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Summary

Bilingual marketing professional with expertise in crafting campaigns, enhancing brand identities, executing live events, and spearheading content initiatives for music and education nonprofit organizations.

Skills

Analytics & CRM: Google GA4, Meta Analytics, Apollo / Hunter.io
Design & Media: Adobe Creative Suite (Lightroom, Premiere, Illustrator), Canva, DSLR Cameras + Audio & Light Studio Equipment
Web & Collaboration: Microsoft SharePoint, Finalsite

Experience

Marketing & Communications Coordinator, 07/2026 – Current
Excel Academy K-8 Charter School – Arvada, Colorado

- **Developed marketing materials** including advertising, mixed media, and print copy for school events and community outreach.
- **Coordinated social media campaigns** to enhance school visibility and engagement for 500+ families.
- **Assisted in managing website and school newsletter content** through a cross-functional workflow to ensure timely updates.
- **Managed community partnerships and sponsorship acquisition** across Arvada and its surrounding area.

Marketing & Creative Lead, 03/2025 – 05/2026
TEDxCU – Boulder, USA

- Directed marketing and creative strategy for TEDxCU's annual conference, **generating 1,000+ ticket sales and $12,000 in revenue.**
- **Led a team of 12+ creatives** across design, animation, web, photography, video production, and outreach.
- Developed promotional campaigns **generating 500,000+ monthly impressions** across social platforms.
- **Managed a $10,000 marketing budget** supporting advertising, merchandise, audience engagement, and brand activations.
- **Created campaign themes, storytelling initiatives, and visual assets** that strengthened audience connection and event awareness.
- **Coordinated partnerships** with student organizations, sponsors, and community stakeholders.

Co-Founder, 03/2025 – Current
OURO Music Collective – Boulder and Denver, USA

- **Developed the creative vision, brand identity, and audience experience strategy** for a 501(c)(3) nonprofit music collective supporting artists and venues across Colorado.
- Led marketing campaigns, social content, artist promotion, and event storytelling **supporting 10+ live events hosting 500+ attendees.**
- **Collaborated with artists, venues, media producers, event production teams, and designers** to execute cohesive event campaigns.
- **Built partnerships with local venues and performers** to expand audience reach and community engagement.
- **Produced branded content** across photo, video, social, and live-event formats, **reaching 30k+ viewers.**

Education

University of Colorado Boulder – Boulder, CO 12/2025
B.A. Integrative Media Production, Minor in Business | 3.6 GPA – Dean's List & Joseph A. Sewall Recipient

- **Capstone:** Produced, filmed, and edited a 10-minute documentary about OURO and its role in supporting the local artist community.
- Collaborated with a multidisciplinary team to develop **CareSync**, a wearable monitoring device concept for dementia patients, integrating business strategy, product development, and health technology.
- **Relevant Courses:** Marketing, Critical Media Practices Capstone, Advanced Documentary Practices, Business Minor Capstone.