

# Sergio Saucedo

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## EDUCATION

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**University of California, Berkeley**  
*Bachelor of Arts, Media Studies*

**Berkeley, CA**  
*May 2017*

## WORK EXPERIENCE

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**MUH-TAY-ZIK / HOF-FER**

**San Francisco, CA**

***Brand Strategist***

*Feb. 2020 - present*

- Promoted from Junior Strategist (June 2021)
- Lead and assist in the development of creative briefs for traditional, digital, and social-first campaigns.
- Co-built the website strategy for Pokemon GO, developing the experience pillars, tone & creating wireframes.
- Assisted in the strategy & creative development of Albertsons' first COVID-19 vaccine campaign
- Helped expand the agency's scope with a client by proactively identifying social & cultural trends that our client could activate against on TikTok.
- Co-built the overarching marketing strategy for a client's new loyalty program and subscription service
- Since May 2020, I have managed a running brand actions list that keeps track of brand responses for topics including: racial inequality, COVID-19, climate change, among others
- Have contributed to multiple new business pitches which have resulted in two new clients for the agency

***Analytic Strategist***

*Nov. 2018 - Feb. 2020*

- Helped Audi of America (AoA) grow their organic follower base by 6% across their owned social channels
- Co-built the professional social strategy for Hildegard Wortmann, Board Members at Audi AG
- Strategized and executed AoA's most commented organic tweet to date, +34% more than prior incumbent
- Analyzed and reported on all organic social activity for Audi and its key competitors to help inform strategies
- Managed all social listening topics for clients to gain insights & identify trends based on online conversations
- Led all in-house paid social campaigns across: Twitter, Facebook, Instagram and LinkedIn

**OMD**

**San Francisco, CA**

***Analyst***

*July 2017 - Nov. 2018*

- Promoted from Junior Analyst (July 2018)
- Lead the audience analysis for a large campaign that exceeded the \$1B incremental business goal for client
- Utilized a variety of 3rd party analytics tools to analyze and provide insights across multiple media channels
- Collaborated with teams to produce data-driven stories & communicated key insights to senior stakeholders
- Helped make real-time optimizations based on campaign performance delivering against KPIs
- Built audience profiles for campaigns to learn more about the audience & determine audience composition.

**The Hundreds**

**Los Angeles, CA**

***Marketing Intern***

*June 2016 - August 2016*

- Helped with event production for all trade shows, and administered all the marketing departments assets
- Responsible for gathering all press regarding The Hundreds for the comprehensive monthly marketing reports
- Supported all strategy initiatives to advertise products, media, and events through multiple media channels
- Managed all influencer initiatives, including constructing a seeding list and sending products.

## SKILLS & INTERESTS

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**Previous Clients:** Wells Fargo, Audi, NCMEC, Salesforce, Stubhub, Albertsons, Penn Mutual, Pokémon GO

**Social Tools:** Social Studio, Sprinklr, Netbase, Bit.ly, Ads Manager (Facebook, Twitter, and LinkedIn)

**Additional Tools:** Global Web Index, YouGov, Pathmatics, DV360, Kantar, IAS, Google Audience Center

**Research Skills:** Quantitative/Qualitative Research, Competitive Analysis, Brand Lift, Social listening

**Interests:** Modern Art, Photography, Drawing, Sneakers, and Traveling (give me new recommendations).

\*Open to relocating