

# BRIANA MIJANGOS

## CONTACT

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## SKILLS & EXPERTISE

### Languages

- Native English, Native Spanish

### Social Media

- Falcon, Monday, Hootsuite, Facebook and Facebook Business Manager, Twitter, Instagram, Youtube, Tumblr, Pinterest, Tiktok and Reddit

### Technical

- Google Analytics, Figma, Shopify, Klaviyo, Active Campaign, Canva, Wordpress, MS Word, MS Excel, Powerpoint, Trello, Asana, Adobe Photoshop, InDesign, Illustrator.

## ACHIEVEMENTS

### Co-writer for Harvard-featured "educational comedy" on Motivation

I co-wrote the script for [this delightful video](#), as well as the teaching note. A feature on this project was posted to the [Harvard Business Publishing website](#).

### Multiple Viral Tiktok videos generating over 2 Million views in total

I was the social media strategist for the "Ratdaddy" Tiktok account, which rapidly gained 21k followers and millions of views. I suggest watching [this video](#).

## CERTIFICATIONS

[Influencer Marketing Certification](#) — LinkedIn

## EDUCATION

### BA Communication Studies

California State University, Los Angeles  
• Spring Semester Dean's List

### AA Communication Studies

Santa Monica College  
• Graduated with honors

## EXPERIENCE

### Marketing Manager

Marriott International - W Los Angeles, Nov 2022 to Present

- Led efforts that culminated in a \$4.7 million (29%) increase in annual digital direct revenue compared to 2022.
- Overseeing all of W LA's brand marketing and digital content, including photo and video shoots, and the creation of print and digital materials such as marketing assets and email marketing initiatives.
- Leading the ideation and execution of W LA's marketing calendar, including on-property events designed to highlight the brand's ethos and drive top-line revenue, including hotel stays, events, F&B, and more.
- Managing all property social media channels, including creating content aligned with brand guidelines to highlight community management efforts across multiple platforms.
- Managing an external PR firm, including joint development and execution of a strategic influencer strategy to grow the W LA's UGC content program and drive awareness.
- Auditing and optimizing the W LA's brand website and third party websites, ensuring alignment with brand guidelines and business objectives. As part of this workflow, I developed an audit document for the property that is now in the process of being rolled out across all Marriott properties nationally.
- Coordinating media visits and tours, press events, and additional high profile initiatives.
- Proactively Managed Operations During Union Strikes: Took charge of multiple floors, overseeing and training temporary housekeepers to ensure seamless operations. Demonstrated flexibility and teamwork by cleaning rooms and assisting in various capacities to maintain service standards during critical periods.
- Nominated for Leader of the Quarter in Q2 2023, achieved within just 5-7 months of joining the property.
- Earned my property a first-time nomination in our owner's Awards Ceremony as Best Actor/Actress for the Best Overall Sales and Marketing Team.
- Nominated for Best Marketing Partner for Marriott International's Southwest Region in 2023

### Marketing Manager

Roland Lifestyle, Jan 2021 to Nov 2022

- Led the execution of marketing campaigns from start to finish, as well as maintaining brand integrity by ensuring voice, brand, and mission are constantly at the forefront of every Roland Lifestyle initiative.  
Core team achievements:
  - Organically grew the new Instagram account to over 7K followers in under 9 months
  - Doubled quarterly revenue every quarter, hitting 6 figures in Q3
  - Roland Lifestyle's '808 Tribute Collection' showcased on Times Square in NYC
  - Raised \$34k in scholarship funds, allowing 6 lucky students to attend 1500 Sound Academy, a music education institution
- Managed a cross-functional and remote-working team of 5 on projects across data analysis, operations, and marketing
- Worked closely with Roland's Global Marketing Director to ensure Roland Lifestyle initiatives are aligned with the initiatives of the 10+ other Roland social accounts across Europe, US, and Japan
- Quarterly and monthly analytics reporting
- Worked collaboratively with micro & macro influencers on campaigns with Roland Lifestyle

### Marketing Manager

Shines Creative Agency, Oct 2020 to Nov 2022

- Managed a cross-functional and remote-working team of 4
- Identified effectiveness and impact of current marketing initiatives with tracking and analysis, and optimizing accordingly
- Worked in partnership with the creative team, developing creative briefs and guiding creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets
- Presented ideas and final deliverables to internal and external teams, and communicating with senior leaders about marketing programs and strategies

### Social Media Manager

RYSE UP, Inc. April 2020 to Oct 2020

- Planned and executed all communications and media actions
- Implemented new features to develop brand awareness for both Instagram and Ryse App (ex: promotions and competitions)

### Content Coordinator

Howell Nutraceutical LLC, July 2019 to Feb 2020

- Developed and distributed newsletter content for all clients
- Managed brand presence on Facebook and Youtube
- Aided in the coordination & execution of digital marketing strategies & campaigns