

Jesus Rodrigo Alarcon-Luque

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PROFESSIONAL WORK EXPERIENCE

Freelancing

Social Media Director

October 2019 – Present

Los Angeles, CA

- Enhanced Austin Millz's social media presence on Instagram and TikTok through strategic marketing, gaining thousands of new followers and boosting audience engagement.
- Drove significant expansion in digital content views, consistently garnering 50k to 80k views per video, improving Austin Millz' EP marketing campaign: *Midas*.
- Strategized and implemented social media marketing campaign to facilitate a crowdfunding strategy for independent short-film: "Censored", raising \$80,000 in funds

First Row Group

October 2022 – July 2023

Booking Agent

Mexico City, MX

- Effectively coordinated artist-venue interactions, oversaw crucial logistics like arranging travel, securing accommodations, and managing technical needs.
- Managed a comprehensive catalogue for sync and licensing

Return To Origin (R2O)

November 2021 - April 2022

Digital Marketing Coordinator

Malibu, CA

- Strategized and executed digital marketing campaigns across Instagram and Facebook, implemented data driven tactics to boost following and digital presence
- Devised, executed and analyzed email marketing campaigns increasing engagement and response rates
- Monitored KPIs, conducted audience analysis to optimize social media outreach

Estrella Media

March 2019 – September 2019

Promotions Coordinator

Burbank, CA

- Elevated brand recognition through sponsored events such as concerts and festivals
- Cultivated valuable business partnerships with prospective clients, resulting in new ad sales for radio and television platforms
- Managed teams of 10 individuals during music festivals and live events

Splash House Pictures

July 2018 – February 2019

Personal Assistant

Hermosa Beach, CA

- Efficiently managed schedules and correspondence, providing administrative support
- Facilitated production coordination, oversaw logistics and budgeting

SKILLS

- Bilingual (Spanish and English)
- Software: Microsoft Office Suite: Word, Power Point, Excel, Outlook, Teams, Slack, Canva, Logic Pro X, Serato DJ Pro, CapCut

EDUCATION

University of Southern California

May 2025

Masters of Science in Digital Social Media

The Los Angeles Film School

Bachelor of Science in Entertainment Business