

# Jesus Rodrigo Alarcon-Luque

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## PROFESSIONAL WORK EXPERIENCE

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### Freelancing

October 2019 – Present

Social Media Director

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

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

## EDUCATION

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University of Southern California

May 2025

Masters of Science in Digital Social Media

The Los Angeles Film School

Bachelor of Science in Entertainment Business