

# EDWARD ARENAS

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Growth-focused marketing and production leader with deep expertise in building scalable content and revenue systems. My career spans traditional agency production, post-production, and high-performance D2C digital marketing, giving me a rare ability to bridge creative storytelling with data-driven optimization. I'm a hands-on operator that can function at both the 30,000-foot and ground levels. I don't just execute, I identify what can scale, eliminate friction, and build systems that last.

## CORE COMPETENCIES

Project Management | Team Leadership | Data Analysis | Digital Strategy | Video Editing | SEO | Video Content Optimization | Campaign Management | YouTube Growth | Video Production | CRO | Email Marketing | Brand Partnerships | Adobe Creative Suite | Social Media Strategy | Vendor Management | Podcast Production | Generative AI Tools

## WORK EXPERIENCE

### Man Flow Yoga: Project Manager, Digital Marketer, Video Editor

- Scaled revenue 199% with a lean team by owning the content production workflow and tailoring all creative assets for a specific audience segment, for both paywall and social media content.
- Increased YouTube subscribers from 50k to 500k by creating data-driven content and optimizing all video formats for optimal off-platform conversions, including long-form videos, live shows and YouTube shorts.
- Leveraged expertise in SEO to improve organic traffic from blogs to manflowyoga.com, ranking #1 in Google SERPS, as well as being cited in LLM platforms, like ChatGPT.
- Produced, shot, edited, and managed all content created for the Man Flow Yoga brand (400+ videos), including The Better Man Podcast.
- Secured partnership with the NFLPA, as well as maintaining relationships with complementary brands, like Rhone Apparel, Roadrunner Sports, Birddogs, and Chubbies.
- Managed and worked closely with outside agencies to create, execute and optimize SEM and Facebook ad campaigns.

### EasyPurl/Experiture: Project Manager

- Managed hundreds of email campaigns for (5) clients, including 115+ individual campaigns for Kia Motors, Ford, Chevy and Jeep Dealers.
- Executed email campaign for the University of Chicago Booth School of Business Alumni, achieving a 65% click-through rate and 60% conversion rate from the PURL (Personalized URL) page.
- Project managed Greenwater Financial's direct mail campaign, achieving an 80% conversion rate.

### LaTouraine, Inc.: Senior Marketing Manager

- Instrumental in significantly increasing revenue by improving production and post-production workflows, as well as introducing emerging technologies, including the use of streaming technology.
- Initiated and cultivated a relationship with Adobe, enabling users to edit their own personalized videos, becoming an industry leader in user-generated content.
- Forged new partnerships with affiliates, processors, and vendors.
- Reported to stakeholders and key decision-makers, delivering insights on sales and site performance through monthly reporting and analysis.

### **Outpost Digital: Video Editor**

- Edited Feature Documentary “Street Snaps”.
- Edited Radical Media’s Promotional Teaser for the “America 24/7” book - featured on CBS Sunday Morning, The Today Show, Good Morning America, and "Oprah’s Favorite Things" segment.
- Assistant Editor on Hoobastank Music Video “Same Direction”.
- Assistant Editor on FX Pilot “Brand X”.
- Assistant Editor on Mattel Package “Princess Alexa”, “Little Mommy Shopping Cart”, “Disney Princess on Ice”.

### **D’arcy Advertising: Associate Producer, Content Delivery Manager, Audio-Visual Manager**

- Created and Produced Activision’s “Street Hoops” national TV commercial.
- Assistant Producer on Activision’s “Mat Hoffman’s Pro BMX”; “Spiderman/Can You Hang with That”; “Shaun Palmer/Ross Powers/Trick Off Everything”; “Tony Hawk 2 – N64/Game Boy Advanced”.
- Edited client promotional Videos - Sonicare Branding Video, LA Advertising Award Video “Communicator of the Year”, and LA Advertising Women Lulu Awards “Inspirational Award”.
- Trafficked and managed \$65M Paramount account, optimizing the process for maximum efficiency, from creating ISCI codes to managing external vendors.
- Supported Account team on General Motors, Domaine Chandon and Australian Tourist Commission accounts.

### **CONSULTING & FREELANCE**

#### **Felicite Apparel: Marketing Consultant (Remote)**

- Doubled revenue in seven months by improving the overall user experience through user behavior research and identifying blocks in the supply chain.
- Developed and executed email campaigns, significantly increasing open rates and click-through rates.
- Identified bottlenecks in the fulfillment process to help increase conversions and revenue.

#### **Antidote Chocolate: Freelance Marketing Manager**

- Grew Facebook engagement by 30% by curating content using audience insights data.
- Boosted email click-through rates by 15% through understanding the consumer behavior and personalizing messages.
- Redesigned company website and online fulfillment channels, improving Conversion Rate Optimization.

#### **The Hunt for Fredrick Douglass: Audiobook Producer and Editor**

- Led production and post-editing for audiobook in partnership with author and publisher.

### **EDUCATION**

Loyola Marymount University, Institute for Advanced Advertising Studies, Los Angeles, CA

San Diego State University, San Diego, CA

### **TECHNOLOGY & TOOLKIT**

**Production and Editing:** Adobe Creative Cloud (Photoshop, Premiere, After Effects, Media Encoder), Final Cut Pro, Avid Media Composer, DVD Studio Pro, Capcut, Canva

**Performance Marketing:** Google AdWords, Facebook Ad Manager, Google Analytics, HotJar, Google Search Console, SEMRush, Open X, KissMetrics, Crazy Egg, Mailchimp, Sprout Social

**Programing:** HTML, CSS, WordPress, Wix, Shopify, Squarespace

**Project Management:** Basecamp, Jira Atlassian, Trello, Asana

**Productivity:** Microsoft Office Suite (Word, Excel, PowerPoint, Outlook), Google GSuite, Slack, ChatGPT

**Social Platforms:** Facebook, Instagram, YouTube, TikTok, Reddit, Quora

