

EDUCATION

Social Media Marketing Specialist Certification

CSB Media Arts Center

2024

B. S. in Business Management w/a Concentration in International Marketing.

Central Connecticut State University

A. A. in Management

Capital Community College

2012

SKILLS

Citrix · JIRA · Google Ads · SEO & SEM ·

Verbal & Written Communication ·

Organization · Canva · Hootsuite · HubSpot ·

Digital Campaigns · WordPress ·

Sprout Social · Wide Orbit · Adobe ·

Analytics & Reporting · Paid Media ·

Leadership & Empathy · Storyboards ·

Collaboration & Teamwork · Microsoft Suite ·

Project Management · Brand Playbooks ·

Meta · Creativity · Innovation ·

Continuous Learning · Adaptability ·

International Marketing · Social Playbooks ·

Promotions & Branding · Public Relations

SPECIAL PROJECTS

Unicam On The Go!

2015 - 2018

YouTube & Univision

Weekends Morning Show

- Collaborated in the creation, co-hosting, and interviewing of Latin artists for the Entertainment Weekend Latin Show "Unicam On The Go!" through a strategic partnership with Univision and LP Promotions.

CERTIFICATIONS

Google Ads Digital Media Sales Certification

Trading Academy Certified - Connected TV

LANGUAGES

Spanish Native ●●●●●

English Native ●●●●●

SUMMARY

Fully experience leader in business operations and digital marketing. Looking for an opportunity that allows me to apply all my skill set, experiences & knowledge in a position of growth.

EXPERIENCE

Business Office Manager

11/2025 - Present

[Aero Gear](#)

Windsor, Connecticut

Precision Aerospace Manufacturing Company

- Served as the primary point of contact for office operations by managing phone calls, emails, mail distribution, and greeting clients, vendors, and visitors.
- Coordinated administrative functions including scheduling meetings for senior leadership, maintaining office supplies, and supporting day-to-day office efficiency.
- Organized and maintained physical and digital filing systems while preparing, formatting, and proofreading reports, presentations, and key documents.
- Supported cross-functional teams by assisting with sales operations (purchase orders, quotations, ERP data entry) and acting as a liaison between departments, staff, and external partners.

Social Media Manager

01/2015 - Present

[LP Promotions](#)

Remote CT

Independent Marketing & Management Label Firm

- Assists with various marketing initiatives, including the design of marketing materials, the planning and execution of promotional events, and the reporting and optimization of digital campaigns.
- Track and analyze campaign performance through in-depth reports, providing measurable outcomes and regular updates to the CEO & key stakeholders.
- Oversee comprehensive digital campaign execution from concept to completion, including developing strategic promotional plans, creating post-release album recaps, and collaborating with diverse media outlets to enhance artist presence.
- Strategically manage multichannel social and paid media campaigns for Latin artists, optimizing digital objectives, channel mix, and budget for maximum visibility and engagement.

Founder | Digital Marketing & Media Consultant

2024 - Present

[Randolph Brito Media](#)

New Britain, United States

Digital Marketing & Consulting Firm

- Led digital strategy and social media management for a portfolio of small-to-midsize brands, overseeing multi-platform campaigns across Instagram, Facebook, LinkedIn, and TikTok to drive audience growth, engagement, and lead generation.
- Directed full-cycle content marketing initiatives including brand positioning, content calendars, paid social strategy, influencer coordination, and performance analytics — ensuring alignment with client KPIs and revenue objectives.
- Managed creative production and optimized campaigns via data analysis (CTR, insights). Improved brand visibility, customer acquisition, and ROI.

Community Manager

11/2022 - 11/2025

[Corridor Property Management](#)

Avon, CT

Real Estate Investment & Operating Company

- Oversee day-to-day operations of an affordable housing community, including resident relations, rent collection, lease enforcement, fair housing, evictions and maintenance requests.
- Ensure compliance with all federal, state, and local housing regulations, including HUD guidelines, fair housing laws, and local ordinances.
- Achieved 100% occupancy for a 14-building affordable property, increasing occupancy from 83% within six months.
- **Previous Roles Include:**
- *HR & IT Liaison | Office Project Manager | Assistant to the Regional Property Manager.*

EXPERIENCE

Digital Media Strategist

04/2012 - 11/2020

Univision - Entravision

Hartford CT

Spanish Language Media & Content Network.

- Developed and executed data-driven, cross-promotional campaigns that optimized media channels and maximized visibility for both clients and the organization. This included managing the entire digital content launch cycle for multiple clients and ensuring all sales targets were exceeded.
- Managed digital content, partnerships, and commercial inventory, leveraging platforms like Citrix and Wide Orbit to streamline processes and exceed sales targets. I delivered data-driven insights to sales and marketing teams on digital partnerships, inventory, and pricing to maximize performance for over 50 clients, providing consistent bi-weekly and monthly reports.
- Boosted productivity across the department by providing strategic support to senior leadership and empowering sales and marketing teams with actionable, data-driven insights. This involved managing calendars, coordinating travel, and developing strategies to optimize digital partnerships and performance.
- **Previous Roles Include:** *Master Control Operator | Office Manager.*

FIND ME ONLINE



Portfolio

[Randolph Brito Portfolio](#)



LinkedIn

[Randolph Brito](#)

REFERENCES

Available Upon Request