RANDOLPH BRITO

MARKETING & COMMUNICATIONS | DIGITAL STRATEGY | SOCIAL MEDIA | ACCOUNT MANAGEMENT

(860) 920-9353 · randolphbrito@gmail.com · linkedin.com/in/randolph-brito · www.randolphbritomedia.com

EXPERIENCE

Digital Media Strategist
04/2012 – 11/2020

Univision — Hartford, CT

Spanish Language Media & Content Network.

Progressive Roles: *Master Control Operator • Office Manager*

— Managed digital content, client partnerships, and television advertising inventory for more than 50 clients, using JIRA, Citrix, and Wide Orbit.

— Developed client proposals, marketing presentations, email campaigns, and sponsorship packages.

— Coordinated digital campaign launches, managing timelines, creative deliverables, and communication among sales, marketing, internal teams, and clients.

— Prepared biweekly and monthly performance reports, providing insights on campaign performance, advertising inventory, and client partnerships.

— Managed client accounts across broadcast and digital platforms, coordinating advertising opportunities and supporting campaign objectives.

— Coordinated community events and promotional activities with clients, internal teams, and external partners.

Social Media Manager
01/2015 – 08/2026

LP Promotions — Manchester, CT

Independent Marketing & Management Label Firm

Progressive Roles: *Intern • Marketing Coordinator*

— Managed marketing campaigns and artist accounts, including social media, digital advertising, and promotional content.

— Organized and supported concerts, promotional events, artist interviews, and media appearances, coordinating logistics and working with artists, management teams, and external partners.

— Developed bilingual press releases in English and Spanish to promote artist launches and new music releases, collaborating with record labels such as Sony Music and Warner Music to support media outreach and publicity efforts.

— Managed social media communities, monitoring audience engagement, content performance, and platform trends.

Business Office Manager
11/2025 – Present

Aero Gear — Windsor, CT

Precision Aerospace Manufacturing Company

— Manage daily office operations, coordinating communications among leadership, employees, clients, and vendors.

— Review and manage purchase orders, quotations, ERP data entry, presentations, and client/vendor communications across internal departments.

— Organize and maintain business records, reports, and documentation to support daily operations.

Community Manager
11/2022 – 11/2025

Corridor Property Management — Avon, CT

Real Estate Investment & Operating Company

Progressive Roles: *HR & IT Liaison • Office Project Manager • Assistant to the Regional Property Manager*

— Supported senior leadership with scheduling, presentations, internal communications, and operational projects across multiple departments.

— Managed vendor relationships and day-to-day operations for a 14-building residential community, addressing resident needs and coordinating with internal teams to resolve issues.

— Increased property occupancy from 83% to 100% within six months by addressing operational challenges and ensuring compliance with HUD and Section 8 requirements.

EDUCATION

B.S. in Business Management, Concentration in International Marketing — Expected December 2026
Central Connecticut State University

A.A. in Management
Capital Community College

PORTFOLIO & MEDIA PROJECTS

Randolph Brito Media
www.randolphbritomedia.com

Independent Digital Marketing & Creative Portfolio

Unicam On The Go! | YouTube & Univision | 2015–2018

Weekend Latin Entertainment Program

— Collaborated in the creation and co-hosting of *Unicam On The Go!*, interviewing Latin artists through a strategic partnership between Univision and LP Promotions and contributing to entertainment-focused media content and artist promotion.

SKILLS

Broadcast & Digital Advertising · Marketing Campaign Coordination · Advertising Sales Support · Marketing Presentations · Social Media Strategy · Content Development · Event Coordination · Media Relations · Client Relations · Project Management · Digital Analytics & Reporting · Cross-Functional Collaboration · Bilingual Communications

CERTIFICATIONS

Social Media Marketing Specialist Certification — CSB Media Arts Center | 2024

Google Ads Digital Media Sales Certification

Trading Academy Certified — Connected TV

DIGITAL TOOLS

Meta · Google Ads · Hootsuite · Sprout Social · HubSpot · WordPress · Metricool · Adobe Creative Suite · Canva · Salesforce · Wide Orbit · Buffer · Google Workspace · Microsoft 365 · Notion · JIRA · Citrix

AI TOOLS

ChatGPT, Gemini, Claude

LANGUAGES

Spanish — Native

English — Native