

RANDOLPH BRITO

EDUCATION

Social Media Marketing Specialist Certification

CSB Media Arts Center & Palm Beach Code School

2024

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

Central Connecticut State University

2025

A. A. in Management

Capital Community College

2012

SKILLS

Citrix • JIRA. Email & Mobile Marketing •

Google Ads • SEO & SEM • Flexibility •

Hootsuite • Digital Campaigns • WordPress •

Sprout Social • Culture Fluent • Wide Orbit •

Analytics & Reporting • Paid Media • Canvas •

Leadership & Empathy • Storyboards •

Collaboration & Teamwork • Microsoft Suite •

Project Management • Brand Playbooks •

Social Media Management • Delegation •

Creativity & Innovation • HubSpot • Adobe •

Adaptability & Continuous Learning •

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.

LANGUAGES

Spanish Native ●●●●●

English Native ●●●●●

CERTIFICATION

Google Ads Digital Media Sales Certification

Trading Academy Certified - Connected TV

Digital Media Strategist

(860) 920-9353 @ randolphbrito@gmail.com www.randolphbritomedia.com
New Britain, CT

SUMMARY

Data-driven Digital Media Strategist with 14+ years of experience delivering impactful marketing strategies. Bilingual professional adept at blending business acumen with marketing expertise to maximize profitability, boost product awareness, and enhance client visibility. Proven ability to achieve goal-driven outcomes through effective cross-functional collaboration.

EXPERIENCE

Community Manager 11/2022 - Present
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, and maintenance requests.
- Ensure compliance with all federal, state, and local housing regulations, including HUD guidelines, fair housing laws, and local ordinances.
- **Previous Roles:**
- **HR & IT Liaison and Assistant to the Regional Property Manager:** Enhanced day-to-day workflow through optimized communication, simplified administrative tasks, and effective delegation. Managed HR & IT internal operations to anticipate and proactively address employee needs.
- **Office Project Manager:** Led and managed the project implementation of third-party HR and IT partners, overseeing the seamless integration of their services into the organization & driving process optimization resulting in improving operational efficiency.

Digital Media Strategist 04/2012 - 11/2020
Univision - Entravision Hartford CT

Spanish Language Media & Content Network.


- Conceptualized and implemented impactful cross-promotional campaigns, fostering interdependent partnerships, optimizing media channels, and maximizing visibility for both Univision and esteemed clients.
- Reviewed, modified, and approved insertion orders through Citrix and Wide Orbit commercial inventory management system, while also managing, overseeing & coordinating the entire digital content launch cycle for 50+ clients. Exceeded sales targets by formulating precise outputs from analytics dashboards, continually improving product visibility and reach.
- Enhanced Senior VP productivity through expert calendar management and travel arrangements. Simultaneously empowered sales and marketing teams with data-driven insights on digital partnerships, optimizing inventory availabilities, and strategic pricing strategies for maximized performance results.
- **Previous Roles Include:** Master Control Operator & Office Manager.
- Reference: *Sulma Avenancio, SVP (860) 278-1818.*

Multi-Channel Marketing Campaign Manager 01/2015 - Present
LP Promotions Remote CT


Independent Marketing & Management Label Firm


- Orchestrated data-informed multi-channel marketing campaigns for Latin artists worldwide, blending cross-functional promotions and social media tactics with digital objectives, optimal channel mix, and budget allocation guided by paid media agency collaboration.
- Promoted artists in diverse media landscapes, from English publications to Hispanic outlets, collaborating on impactful print and digital press opportunities. Meticulously tracked meeting action items and progress through in-depth reports, providing updates and measurable outcomes.
- Managed digital campaign execution, including creating post-release album recaps, coordinating CEO travel arrangements for promotional activities, and developing comprehensive promotional plans to maximize artist visibility and engagement.
- Reference: *David LaPointe, CEO (860) 810-4261.*

PASSION

 **VISIONARY**
Fueled by my early experiences at Univision, I envision a future where I bridge the gap between creativity and commerce in the digital media arena. Through strategic innovation and data-driven insights, I aim to empower creators and brands to tell impactful stories and achieve sustainable success within the ever-evolving digital landscape.

FIND ME ONLINE

 Portfolio
[Randolph Brito Portfolio](#)

 LinkedIn
[Randolph Brito](#)