

CRISTIAN GAONA

Hillsboro, OR |
(503) 530-0357 |
Cris27@pdx.edu

A highly motivated results driven professional with expertise in managing higher level corporate accounts. I have demonstrated an ability to nurture relationships with customers, and team members allowing for successful career development. I am adept in recognizing where changes are needed, and able to be a persuasive and inspiring leader.

Key skills include:

- Proven leadership qualities resultant in increased work output of staff and increase in revenue.
- Ability to leverage an understanding of Executive requirements to succinctly summarize status.
- Provide organizational leadership to allow for successful planning and implementation of development opportunities for employees.
- Accomplished in selling solutions aligned with company driven revenue generation goals.
- Adept in Change Management; being adaptable to new concepts and adjusting peer/Executive mindsets to meet goals.
- Experienced in managing and resolving account escalations.
- Manage projects to be on-time and meeting deliverables.
- Articulate in written and verbal communication, including legal/contractual verbiage (bilingual in English and Spanish)

Professional experience

August 2022 -present

Marketing Manager – Audigy Corporation | Beaverton, OR

- Management of Marketing Department and overall ownership of all Marketing Digital Campaigns for key accounts.
- Compilation and delivery of Executive level presentations for all territories.
- Negotiate and complete due-diligence necessary for new corporate contracts.
- Demonstrated successful leadership by increasing brand revenue by 15% in my short tenure.

June 2021 – August 2022

Advertising Strategist – Comcast | Portland, OR

- Marketing and sales of multi-screen advertising strategies to large spending, high value, cross market clients across the Pacific territory
- Pitch to large advertising agencies on: Product Education, Competitive Advantage, Product Positioning & Value, Target Audience Data & Cross Market Strategies
- Leveraging Business Intelligence tools to mine data and find compelling data-driven stories to position our products
- Lead large scale discovery meetings with representatives from multiple markets to expose goals & challenges

Nov 2018 – June 2021

B2B Sales Representative – Comcast | Hillsboro, OR

- Manage Customer Service and administrative tasks to resolve customer issues quickly and efficiently
- Utilize multiple systems to effectively track sales, work promos, and build orders
- Identify potential business leads from business owners
- Evaluate competitors and perform market research to better understand the marketplace

Feb 2016 to Nov 2018

Loan Specialist – Point West Credit Union | Portland, OR

- Primary point of contact for Partners & Account Executives through high-level communications and detailed data analysis
- Reviewed personal and corporate financial statements to ensure good standing
- Assisted underwriting staff with assigned projects, loan setup, file setup, audit, and completion
- Handled customer complaints and issues with high professional courtesy

Education

Portland State University – Portland, OR

Bachelor of Arts in Business: Marketing and Advertising