

Oscar Guzmán

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EXPERIENCE

JANUARY 2019 – TO PRESENT

COMMUNICATIONS SOCIAL MEDIA SPECIALIST, THE PERMANENTE MEDICAL GROUP, INC.

- Manage 4 social media pages and raise engagement 40-50% per as well as 5 million cumulative “impressions”
- Present on social media best practices for physician trainings of 100+ attendees, including physician leaders
- Lead integration of Hootsuite tool “Amplify”, disseminating pre-populated posts to 20 physicians, leveraging 30k total followers for 528 shares and 160k impressions
- Create content such as video and livestreams, direct mail pieces, flyers, e-mail blasts, and give-away collateral
- Write and copyedit documents for public consumption such as job descriptions, ads, and letter campaigns
- Travel periodically to provide to run on-site logistics for national events and residency outreach projects

JUNE 2016 – JANUARY 2019

MARKETING COORDINATOR, THE PERMANENTE MEDICAL GROUP, INC.

- Manage 150+ different events across the nation, ranging from career fairs, dinners, mixers, and trade-shows
- Support 8 Regions for national events, content creation, travel arrangement, and event logistics
- See through trade show presence from registration, advertisement, set-up, and booth construction
- Coordinated logistics for travel including hotel blocks, securing meeting rooms, and catering
- Measure ROI of events through complex excel sheets to track effectiveness and determine scalability

JUNE 2015 – JUNE 2016

OFFICE ASSOCIATE, UCSF BENNIOFF CHILDREN’S HOSPITAL

- Promoted the benefits of an online portal called MyChart to accrue 60+ sign-ups a week
- Created signage in Photoshop that adheres to hospital standards to clarify patient experience in 13 exam rooms
- Marketing lead for flu shot campaign that, tracking metrics to reach a 2/3 vaccination rate, meeting goal 100%

JANUARY 2014 – JUNE 2015

STUDENT MARKETING ASSISTANT, UC BERKELEY, EDUCATIONAL TECHNOLOGY SERVICES

- Managed social media pages including a Facebook and Twitter page with 5000+ weekly impressions
- Wrote content for platforms, social media pages, informational brochures, and internal information
- Participated in tabling and promoting ETS Services to over 3000 incoming transfer students

EDUCATION

JUNE 2015

B.A. RHETORIC, UNIVERSITY OF CALIFORNIA, BERKELEY

JUNE 2013

A.A. SOCIOLOGY, DIABLO VALLEY COLLEGE

CERTIFICATIONS

UC BERKELEY, HAAS SCHOOL OF BUSINESS, SOCIAL SECTOR LEADERSHIP

MAYO CLINIC, SOCIAL MEDIA FOR HEALTHCARE

GOOGLE, DIGITAL GARAGE

ALTA LANGUAGE SERVICES, QUALIFIED BILINGUAL STAFF (SPANISH)

SKILLS

Adobe Suite (Photoshop, Illustrator, Premier), HootSuite Tools, HTML/ CSS, Microsoft Office, Google for Work, Apple Productivity Apps