

RAUL GARCIA

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EDUCATION

University of Michigan – Dearborn, Dearborn, MI

Dec 2024

B.B.A. in Marketing, With Distinction

MARKETING EXPERIENCE

HealthEd 4 Everyone (Nonprofit), *Volunteer, Social Media Coordinator*, Remote

Feb 2026 – Present

- Increased organic audience engagement by 22% by designing multi-format social content in Canva, applying digital storytelling and brand positioning principles across posts.
- Sharpened posting strategy by analyzing LinkedIn and Instagram Insights (reach, engagement rate, audience behavior), surfacing the top-performing content types.
- Maintained 100% on-time delivery across a structured monthly content calendar spanning multiple channels, ensuring consistent brand messaging and audience touchpoints.

MARKETING & BRAND STRATEGY PROJECTS

General Motors – Brand Architecture & Advertising Efficiency Analysis

Sep 2023 – Dec 2023

- Directed a 5-person team through a competitive benchmarking analysis against Toyota, Ford, and Tesla, translating findings into a 20+ page brand revitalization blueprint for GM leadership.
- Uncovered budget inefficiencies and demographic misalignment across Buick, Chevrolet, Cadillac, and GMC, surfacing the root causes behind GM's spend-to-revenue gap.
- Designed a research methodology in Google Forms to expose a brand-specific awareness gap, finding Buick had the lowest ad recall of GM's four brands despite the highest overall ad spend in the industry.
- Benchmarked GM's \$2.85B average annual ad spend against Toyota's \$1.49B and Ford's \$1.98B, revealing GM trailed both competitors in revenue despite the largest budget, the central insight behind the team's reallocation recommendations.

GoPro – Marketing Research Initiative

Sep 2023 – Dec 2023

- Identified young families (ages 11-38) as an underserved growth segment, guiding a brand repositioning strategy from single-use "extreme sports" imagery to a family-inclusive identity.
- Designed a \$250k integrated media budget (40% paid social, 25% Google Display & Video Ads) to support a projected \$120M in first-quarter launch sales and an 80% target-audience reach.
- Authored the campaign's core creative concept and slogan ("GoProJr: Capturing Small Experiences to Create Big Memories"), built around a soft-sell, slice-of-life narrative to reposition GoPro as family-oriented.
- Built a multi-channel media plan (social, streaming, cable) targeting 85% reach and a 7x exposure frequency per follower, projecting 8.5 Gross Rating Points for the Launch.

PROFESSIONAL EXPERIENCE

Epitec, Recruiter, Southfield, MI

May 2026 – Present

- Strengthen candidate pipeline quality for IT and Engineering roles by tailoring outreach and positioning to each candidate's motivations, improving engagement and follow-through to interview.
- Drive interview conversion by translating client requirements into compelling role narratives across 40+ candidate conversions weekly.
- Deliver qualified talent pipelines that consistently meet placement targets by partnering with account managers to align messaging with client needs.

Target, Tech Consultant, Dearborn Heights, MI

Aug 2025 – May 2026

- Applied customers' needs analysis and buying behavior insights to drive product recommendations, increasing protection plan attachment rate by 15%.
- Translated complex technical specifications into accessible consumer benefits through live product demos, improving in-store conversion and customer satisfaction.

SKILLS AND CERTIFICATIONS

Marketing & Performance: Google Analytics 4 (GA4), Google Ads (Search & Measurement), HubSpot (CRM), SEO, KPI Reporting, Market Research, Content Calendar Management, Brand Positioning, Email Marketing

Language Skills: Bilingual — English & Spanish

Certifications: Google Digital Marketing & E-Commerce (Coursera), Google Analytics (GA4) Certified, Google Ads Search & Measurement Certified, HubSpot Digital Marketing Certified