

Paul Rosario

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EDUCATION

University of Oklahoma, Norman, OK

May 2020

Bachelor of Entrepreneurship and Venture Management and Bachelor of Marketing

Double Major: Entrepreneurship and Marketing

EXPERIENCE

Advisor Shares, Bethesda, MD (Remote)

May 2024 – Present

Digital Marketing Specialist

- I create, monitor, and optimize Google, Twitter, and LinkedIn paid advertising campaigns.
- I utilize Looker Studio and Excel to create automated and easy to understand reporting that shows the impact of our advertising.
- I help in the creation of short-form content to drive eyes to our social media accounts.

BNSF Railway, Fort Worth, TX (Hybrid)

January 2022 – March 2024

Marketing Senior Analyst – Industrial Products

- Conducted marketing analysis on internal and external data sources to provide BNSF's customers with competitive transportation rates.
- Created, optimized, and automated Tableau and Excel reports to support my team's analysis.
- Negotiated and maintained multiple customer contracts equating to \$250M+ yearly net revenue.

BNSF Railway, Fort Worth, TX (Remote)

April 2021 – January 2022

Marketing Analyst – Marketing Support

- Answered specialized questions from internal and external stakeholders relating to accessibility and deliverability.
- Produced daily industry reports providing BNSF's customers with the most up-to-date location info.

BNSF Railway, Fort Worth, TX (Remote)

September 2020 – April 2021

Marketing Management Trainee – Customer Support

- Assisted BNSF's customers with their issues via phone and email inquiries.
- Achieved a 95%+ quality rating and consistently landed in the top 3 for cases completed weekly.

Marketing & Communication, Norman, OK (On-site)

January 2019 – March 2020

Digital Marketing Intern

- Led an organic growth campaign for the University of Oklahoma's LinkedIn account.
- Identified, researched, and communicated social media content opportunities for the University.
- Coordinated and executed all Instagram story takeovers with students and faculty on @UofOklahoma.

EXPERIENTIAL LEARNING

Integrated Business Core Program, Price College of Business

August 2018 – December 2018

Vice President of Information Technology

- Formed a company called "Sooner Sips", with 20 other students, to market and sell OU-branded tumblers.
- Worked with an afterschool program called "Loveworks" to donate 1,266 community service hours collectively among 20 people.
- Exceeded gross profit goal of \$5,289 and donated all \$10,500 in profits to the charity "Limbs for Life" providing 4 fully functional prosthetic limbs to children in need.

Memberships

Delta Sigma Pi
Sigma Nu

Initiated member
Initiated member and former chairman

Certifications

Google
Google
Google

Google Ads Search Certification
Google Analytics Certification
Google Digital Marketing and E-commerce
Professional Certificate