

Timothy Sedillo

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SUMMARY

Efficient, talented, and enjoys working in a fast-paced environment with a multitude of diverse projects. At LadyBoss Weightloss, created and edited 800+ advertising videos, which have helped grow the company to \$200 million in revenue and 700,000 customers, Inc Magazine's #1 fastest-growing fitness company & #4 overall fastest-growing company in America.

EXPERIENCE

Marketing & IT Director | RMC Inc | Albuquerque New Mexico | June 2022 - Present

- Implemented marketing technology and tools, such as a CRM, marketing automation, a new website, and analytics platforms, to streamline operations and improve our online presence.
- Developed a brand identity and messaging that resonated with target audiences, making our brand cohesive and recognizable with our general construction industry.
- Created and executed an omnichannel marketing campaign to drive awareness, engagement, and conversions.
- Created video and photo content of our jobs to help promote and improve our bids and proposals.
- Build an employment application funnel that brings in the business 7-15 new applicants weekly, helping us keep our jobs running.
- Took our website traffic from 125 visitors a month to 3450 visitors.
- Worked on revising our proposals to help our estimators land more projects in the multiple million dollar range.
- Updated all marketing & advertising copy to increase our website and social media results.
- Installed, configured, and maintained hardware and software systems, including laptops, cellphones, mobile internet, applications, and security tools.
- Troubleshoot and resolved technical issues, providing timely and effective support to our team.
- Managed vendor relationships, negotiated contracts for hardware, software, and services, and saved the company \$20,000 a year in expenses.
- Provided training and support to our team on various IT systems and technologies.
- Created multiple training videos and how-to videos for internal use.
- Conducted research and stayed up-to-date with industry trends and emerging technologies to make recommendations for improvements and upgrades that would help us stay ahead of the game.
- Automated manual processes using Microsoft 365, Power Apps, and Zapier to reduce errors and increase productivity.

CEO | Scary Good Marketing | Albuquerque, NM | February 2024 - May 2022

- Worked with over 25+ businesses helping them generate over \$200+ million in revenue from online advertising.
- Worked on creating and implementing strategies based on current needs and future goals.
- Help Big Brothers Big Sisters increase their revenue and cut marketing costs by \$20,000 per year.
- Worked with Sandia National Labs on building an online presence and helped them secure millions in funding from outside organizations.
- Created video training and advertising for the New Mexico Gaming Control Board to streamline the process for acquiring a gaming licence in NM.
- Got Hot Box 505 food truck set up with a website and online marketing and advertising that allowed them to become booked out for 2 years.

Video Advertiser | LadyBoss Weightloss | Albuquerque NM | February 2015 - April 2022

- Created and edited 800+ videos for advertising that helped grow the company to \$200 million in revenue and 700,000 customers.
- Got the company ranked #4 on the Inc 500 list in 2019 for fastest growing companies in the US.
- Editing new and existing footage for multiple social media platforms using animations, motion graphics, titles, and live-action footage.
- Created various digital media content to capitalize on social media trends by using brand storytelling and engaging digital content for social media and other platforms.
- Uploading and maintaining content on social media platforms, including YouTube, Facebook, Instagram, Pinterest, Snapchat, TikTok, Spotify, and more.

EDUCATION

Bachelor's in Creative Media, Digital Filmmaking | New Mexico State University | Las Cruces, NM | 2014

SKILLS

Video Editing 12+ Years, Adobe Creative Cloud, Red Giant Suite

Premier Pro 10+ Years, Editing clips and audio together, Color correcting, Color grading, Audio editing, Rendering video files to multiple formats and platforms

After Effects 9+ years, Visual effects, Motion graphics, Green/Blue screen, Motion tracking, Object removal

Digital Marketing 5+ Years, Social media marketing, Video marketing, Email marketing, Text message marketing, SEO

Social Media Advertising 6+ Years, Facebook advertising, YouTube advertising, Instagram advertising, Pinterest advertising

WordPress Website Design 8+ Years, Membership site creation, LMS building, Helping companies set up and learn WordPress

6 months working and creating power apps