



Arla K. Muy Luna



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EDUCATION

CHAPMAN UNIVERSITY, George L. Argyros School of Business & Economics

Bachelor of Science in Business Administration, Marketing Emphasis, Data & Health Sciences Minor

AWARDS

Chapman University Fisher Endowed Presidential 2021
President Obama Volunteer Service Award 2017

Horatio Alger State Scholar of California Recipient 2020
HEEF (Education Fund) Scholarship Recipient 2017

ENGAGEMENT EXPERIENCE

ESSENCE GLOBAL MEDIA, Associate Media Planner for Google

August 2022- CURRENT

- Uploaded campaign lines into proprietary software under Google Fitbit product reaching US and Canadian markets.
- Pursued market research methods by collecting findings via tools such as ComScore for media buying purposes.

PUBLICIS MEDIA, Digital Media Integrated Planning Associate and Digital Strategy Associate **October 2021- August 2022**

- Conveyed a 6-week digital campaign pitch for client platform Disney+ as completion of the media training program.
- Managed advertising pipelines by collecting & tagging 3rd party creative, billing, and reporting for films such as Moonfall 2022, American Underdog 2022, and Unbearable Weight of Massive Talent 2022.
- Actualized and presented 2-4 media plans internally per week to the paid media Lionsgate team based on media buying strategies.
- Created RFP's and distributed budgets per brief for advertisement placements of 750K+, market research & precision team data.
- Collaborated with media partners such as Fandango, NBC Universal, Disney Ad sales 8-20 ad placements per campaign for both Roadside Attractions Theatrical Distribution Company and Lionsgate's segment I and II film releases for the 2021-2023 seasons.
- Participated in a temporary assignment with Chicago Strategy to assist with TV/Radio spot buying for insurance commercials.

REACH GLOBAL INDUSTRIES, Digital Marketing Manager

February 2018 – January 2021

- Processed retail sales orders through e-commerce software and analyzed consumer purchase trends, tracked ACOS, conversion rates, and monitor PPC KPI's of 8 different product lines on the Amazon Business Web Services Platform.
- Utilized CRM tools such as Sales Force, Web ship. Big Commerce for data management purposes and led over 40,000+ sales of internationally imported e-commerce orders from the months of March- September 2020.
- Presented Tableau Data Visualization findings to Board members and prepared inventory data web scrapping efforts

ALLIED GLOBALMARKETING AGENCY, Publicity Intern

September 2019 - November 2019

- Compiled movie coverages and formatted press breaks for companies such as Disney, Warner Bros, Paramount, and LA Times.
- Researched Hispanic events, vendors, social media influences, and WOM groups pertaining to client's needs.

LEADERSHIP

ORANGE COUNTY GLOBALCOMMUNITY HOSPITAL

April 2013 - March 2020

Junior and Collegiate Volunteer

September 2017 - March 2020

- Staff Translator: Aided physicians at ER, maternity, and surgical units in hospital when language translation was necessary.
- Media Team: Coordinated media and updated social media platforms to promote high school volunteer program.

SKILLS

Language: English (Native), Spanish (Native)

Computer: NetSuite, Microsoft Office- excel and PowerPoint Proficient, Tableau, SaaS Tools, Google Analytics

Marketing: Social Media, Adobe Creative Cloud, Google Ads certified, Web design, SEO, ComScore, Double Verify, Kantar Ad Insights, GWI, EMarketer, JIRA, Prisma, Data Plex, Nielsen, TARDIIS, MRI Simmons, GoogleCampaign360, ComScore

ADDITIONAL EXPERIENCE

THE WALT DISNEY COMPANY, Talent Entertainment Cast Member

June 2019 – CURRENT

- Supported costuming admin with weekly meetings, daily night shift hours, overnight rehearsals for character outings and shows such as Disney Junior Dance Party and Tale of the Lion King.
- Assisted with three roles at the resort that include parade & performer costume management, merchandise, and character attendant.

DICK CLARK PRODUCTIONS, Talent Escort, Public Relations Intern

April 2019 - May 2019

- Organized performers with stage cues at the MGM Hotel Las Vegas with assigned artist, Taylor Swift.
- Contributed to rehearsal preparation and the organization of US national live streamed show Billboard Music Awards in 2019.

DE CASTELLANE CREATIVE AGENCY, Digital Marketing Specialist

August 2021- January 2022

- Analyzed findings from major data sets for client campaign and created TikTok campaign ads with Premiere Pro.
- Conveyed SEO client audits and assisted with the agency's internal website's optimization, engagement, & re-design.

