

# Anthony Aponte

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*Willing to Relocate*

## Summary

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Accomplished marketing and operations executive with a 10 year track record of successful leadership within various industries. Hard working and creative self-starter with a relentlessly positive attitude and steadfast commitment to excellence. Entrepreneurial leadership style with highly effective communication, planning, and organizational skills.

## Professional Experience

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### **Charity on Wheels**, Anaheim, CA

August 2019 – Present

#### *Assistant Director of Marketing & Operations*

- Develop and promote social media presence on Facebook and Instagram
- Develop and implement procedures, policies, and report templates to improve operations
- Create and market sponsorship opportunities for social and educational events
- Build training materials to better teach and prepare volunteers
- Develop social and educational events for partner organizations and donors

### **Community Associations Institute (CAI)**, Santa Ana, CA

November 2015 – August 2019

#### *Membership & Business Development Manager*

- Assisted in coordinating 60 plus events per year with more than 150 sponsoring partners
- Increased membership recruitment and retention annually by 10%
  - Developed targeted and mass e-mail campaigns directed at individuals approaching membership expiration
  - Hosted open houses to invite prospective members to learn more about the organization and chapter
  - Directed outreach efforts to management companies & community associations to promote membership and available educational opportunities
- Maintained the chapter member/affiliate database and chapter website
- Worked with Board of Directors and chapter committees to coordinate and develop social and educational events

### **Granite Law**, Irvine, CA

September 2013 – May 2014

#### *Legal Clerk/Underwriter*

- Reviewed and prepared client applications for lawyers in multiple jurisdictions based on firm guidelines, applicable laws and regulations
- Worked diligently to meet 24-hour and 12-hour deadlines for all applications received
- Archived digital applications in accordance with appropriate legal guidelines
- Responded to management request for archived documents and client applications

### **Regency Theatres**, Laguna Niguel, CA

December 2009 – May 2013

#### *Manager*

- Hired, trained, and managed employees in all areas of theatre operation
- Improved customer satisfaction and reduced employee turnover through improvements to training methodologies and procedures.
- Developed and implemented new procedures, policies, and report templates to streamline operations.
- Audited daily box office reports, inventory reports, and month end paperwork

## Strengths & Proficiencies

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- Experienced in social media marketing
- Proficient with Microsoft Office Suite including Excel, Access, Publisher, PowerPoint, and Outlook
- Web and graphic design skills

## Education

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### **University of Phoenix**, Phoenix, AZ

October 2015

*Bachelor of Science, Business – Global Management*