

# Robert Lopez

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## PROFESSIONAL EXPERIENCE

### **Marketing Associate | Podcast Producer** - *5-E Leadership & Marketing* Oakland, CA 2019 – Present

- Lead end-to-end podcast development, production, and marketing, achieving 10,000+ streams and downloads, and driving an increase in audience interactions through short-form content on social media platforms.
  - Use data-driven analysis to produce innovative production strategies to drive target audience engagement and top-of-funnel lead generation.
- Provide comprehensive podcast audio services, including editing, noise reduction, volume matching, ad production, and final episode arrangements with sound design.
  - Offer consultations on recording equipment, and technologies, and conducting bi-weekly creative and project management meetings.

### **Freelance Audio Engineer** - *MixedByCrates LLC* San Francisco, CA & Remote 2014 – Present

- Operate a freelance business in various industries, including music, live sound, audiobooks, post-production, and podcasts. Collaborating with over 100 clients and achieving milestones such as propelling recording artists to over a million streams and securing features in a Netflix original movie.
  - I am implementing show notes, newsletters, and social media strategies, resulting in a substantial increase in client website traffic and cultivating collaborative sponsorship opportunities across diverse industries.
- Manage all aspects of the business, encompassing project and production management, client communication, invoicing, digital marketing, and data analysis.
  - Produce podcasters to enhance production quality, leading to a substantial increase in monthly streams and garnering invitations to speaking engagements for hosts within their respective industries. Additionally, various companies contributed to audience engagement and personal brand growth through high-quality production and marketing campaigns, such as a Vizio commercial broadcasted during a Rose Bowl football event and a recorded song featured in a Netflix original movie.

### **Theater Tech** - *The City Of Tracy | Grand Theatre* Tracy, CA 2022 – Present

- Orchestrate the setup of audio, lighting, and theatre equipment for over 50 large-scale productions annually.
  - Executed high-stakes audio production for large concerts and theatrical plays, contributing to the success of events with audiences exceeding 500 people.
- Provide audio setup for local news and events hosted by Mayor Nancy Young and the city council, enhancing the audio experience for prominent community gatherings.
  - Serve as a liaison between production companies and technical staff, ensuring execution of stage setups for various events, including international conferences and acclaimed performances. Additionally, I diagnose and resolve audio signal flow and stage lighting issues, minimizing technical disruptions and ensuring uninterrupted performances.
- Maintain a professional reputation, consistently receiving 5-star reviews for a fully booked season of 95 shows, attesting to consistently delivering high-quality production and positive experiences.

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## Education

Certificate in <b>Audio Engineering</b>   Pinnacle College	Los Angeles, CA 2009 - 2011
Certificate in <b>Digital marketing</b> and e-commerce   Google	Online 2023 - Present
Certificate in <b>Dolby Atmos</b>   Immersive Audio   EngineEars   Dolby Atmos	Online   2023