

JESSE QUIROGA

MARKETING AND BUSINESS DEVELOPMENT PROFESSIONAL



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/Jesse-Quiroga/



Portfolio Code: cv

ABOUT ME

People-oriented and results-driven professional with experience leading strategic digital marketing, branding, employee engagement, and organizational development initiatives within the steel industry. Recognized for strong leadership performance, organizational impact, and the ability to wear multiple hats across marketing, HR, operations, culture, and executive-level initiatives. **Searching for opportunities in the San Diego, California Region.**

CURRENT WORK EXPERIENCE

Business Development and Marketing Manager

EA Fab Corporation | Pittsburgh, PA | May 2023 - Present

- Revamped company website with SEO and AEO optimization strategies, increasing website engagement by **313%**
- Grew LinkedIn and social media presence by **76.95%** year-over-year through strategic digital marketing initiatives
- Developed and implemented comprehensive branding guidelines and new marketing campaigns that directly generated qualified sales leads
- Increased new-hire retention rate to **80%** through employee engagement initiatives, structured onboarding, and professional development programs
- Designed and led **24 executive leadership training sessions** over two years for a 12-member team to improve management development and organizational alignment
- Established and managed a structured internship/co-op program and student outreach initiatives spanning 4 departments, strengthening workforce development and talent pipeline efforts
- Directed cross-functional planning and operations for the AIST conferences, managing a 16-person team, experiential booth redesign, employee training, and customer engagement strategy

Choreographer and Dance Instructor

Ultimate Dance Complex | Pittsburgh, PA | August 2016 - Present

- Choreographed competitive routines including 35+ dancers of ages 10–18, earning multiple top 5 placements at regional competitions.
- Led masterclasses focused on dance foundations, technical development, and advanced combinations to strengthen versatility.
- Instructed classes of approximately 40 students at a time, fostering a structured, engaging, and supportive learning environment for dancers of varying skill levels.

EDUCATION

University of Pittsburgh

B.S in Business Administration and Marketing

Minors in Economics and Spanish

August 2019 - May 2023

- Cum Laude Graduate
- **Academic Achievements:** Pitt Honors Society Nominee, Dietrich School of Arts & Sciences Dean's List, College of Business Administration Dean's List
- **Athletic Achievements:** D1 Varsity Dance Team Co-Captain, Varsity Letter Club Forever Panther, Division 1A NDA College Nationals 2023 Finalist, Student Choreographer

INDUSTRY ACCOLADES

Industry Awards and Certificates

AIST Young Professionals' Spotlight

November 2024

AIST Modern Electric Furnace Steelmaking Technical Training Certificate

February 2025 and February 2026

Board Positions Held

AIST Pittsburgh Chapter Board Member

Social Media Chair | 2024 - Present

AIST Young Professionals' Committee Board Member

Student Outreach Chair | 2025 - Present

SKILLS

Languages

English (*native*), Spanish (*native*), French (*basic*)

Softwares and Programs

Microsoft Office Suite, Pipedrive CRM, Canva Pro, Wix Studio, Affinity, PowerDirector, ClipChamp

Key Marketing Strength Areas

B2B Marketing, Social Media Marketing, Content Creation, Project Management, Event-based Marketing

Key Human Resources Strength Areas

Community Engagement, Organizational Development, Workforce Retention, Event Management

For all pre-graduation experience, refer to my LinkedIn.