

# Miguel Rodriguez, Sales and Marketing Director

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## SUMMARY

Dynamic Sales and Marketing Director with over 15 years of progressive experience in leading operations and marketing initiatives. Proven track record in managing high-profile projects and developing strategic partnerships, as demonstrated by founding the acclaimed Horrible Imaginings Film Festival. Adept at fostering collaboration and driving engagement through innovative marketing strategies and community outreach. Ready to leverage unique skills and a passion for storytelling to elevate brand visibility and growth at any organization.

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## WORK EXPERIENCE

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| 09/2018 – 08/2025 | <b>Educational Technology Analyst, UC San Diego</b>  | San Diego     |
|                   | <ul style="list-style-type: none"><li>• Spearhead privacy and security evaluations for EdTech tools, ensuring compliance prior to LMS integration.</li><li>• Facilitate connections between faculty, researchers, and IT resources to enhance teaching, learning, and research.</li><li>• Host a weekly ITS podcast and emcee conferences, fostering collaboration across UC campuses.</li><li>• Chaired the 40th annual UC Tech Conference and orchestrated communications for Process Palooza.</li></ul> |               |
| 03/2010 – 04/2022 | <b>Founder &amp; Director, Horrible Imaginings Film Festival</b>   | San Diego, CA |
|                   | <ul style="list-style-type: none"><li>• Established and directed an acclaimed film festival that showcases independent voices and emerging talent.</li><li>• Oversaw operations, budgeting, sponsorships, and marketing.</li><li>• Curated programming and built industry partnerships; hosted panels and live events to promote engagement.</li></ul>   |               |
| 10/2010 – 09/2018 | <b>Educational Technology Resource Teacher, San Diego Unified School District</b>  | San Diego, CA |
|                   | <ul style="list-style-type: none"><li>• Designed and implemented district-wide training programs to enhance educator skills and improve teaching outcomes.</li><li>• Delivered engaging professional development seminars focused on 21st-century instructional practices.</li><li>• Provided personalized coaching and support to elevate teacher effectiveness and boost student engagement.</li></ul>   |               |
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## EDUCATION

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| 2003 – 2007 | <b>Towson University</b><br>B.S., Early Childhood Education | Towson, MD |
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**SKILLS**

Process Improvement (Lean Six Sigma)  
Project & Program Management  
Salesforce  
Databases  
Marketing  
Communication  
Budgeting

**Educational Technology Integration**

Video Production & Editing  
Microsoft Office  
Public Speaking & Facilitation  
Organization  
Lead Generation  
Outside Sales