

# Juan Vosko-Ramirez

Marketing & Communications Manager | Bilingual English / Spanish

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## PROFESSIONAL SUMMARY

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Marketing and communications professional with 6+ years of experience building content programs, managing digital platforms, and developing the systems that help organizations communicate clearly and consistently. Track record of coming in when something needs to be built or rebuilt: websites, messaging frameworks, editorial workflows, client communications. Results that hold up over time. Experienced across law, higher education, and real estate. Strong writer. Organized by practice. Bilingual in English and Spanish, native proficiency in both.

## CAREER HIGHLIGHTS

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- Grew organic traffic by 900% through a full blog redesign, SEO implementation, and the development of a statewide attorney and court directory, contributing to the firm's highest revenue on record.
- Built four web properties from scratch: a redesigned main site, a standalone blog (flockoflegals.com), a Spanish-language microsite, and a dedicated traffic ticket site (socaltrafficalawyers.com).
- Led a full firm rebrand, creating a unified visual identity applied across all digital properties, print collateral, and business cards.
- Administered over \$1,000,000 in state-funded EDD workforce training contracts across 15 professional sectors, managing multi-stakeholder compliance, reporting, and documentation.

## WORK EXPERIENCE

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### Marketing & Digital Communications Consultant (Contract)

2026 – Present

*California University of Science and Medicine | Colton, CA*

- Restructure and redesign key institutional web pages in Omni CMS, improving content hierarchy, visual consistency, and mobile responsiveness across audience-facing sections.
- Develop and implement brand standards including typography, design elements, and content guidelines to support a more cohesive institutional identity.
- Build reusable CMS components and page templates that allow non-technical staff to maintain and update content independently.
- Collaborate with Strategic Communications and IT teams to align web updates with institutional messaging, navigating competing departmental needs with practical, relationship-first solutions.

### Marketing & Communications Consultant (Contract)

2025 – Present

*BrightHome Equities LLC | Newport Beach, CA*

- Build and manage the company's external communications presence, including their email newsletter and LinkedIn program.
- Advise the COO on content strategy, channel selection, and message prioritization, determining what belongs in the newsletter versus social media.
- Monitor campaign engagement metrics and recommend adjustments to messaging, timing, and content mix.

### Marketing & Communications Manager

2020 – Present

*Law Offices of Mark A. Gallagher | Fullerton, CA*

- Sole marketing and communications hire for the firm; own all strategy, content, digital channels, and client-facing communications from the ground up.
- Manage the firm's entire digital presence across four web properties, built from scratch with a full rebrand, SEO strategy, and content development that drove a 900% increase in organic traffic and the firm's highest revenue on record.

- Maintain a bilingual Spanish-language website, expanding reach to Spanish-speaking clients and improving intake from that audience.
- Develop and manage recurring newsletters, client-facing guides, checklists, and resource hubs that translate complex legal processes into clear, accessible information.
- Identify strategic opportunities across service lines and advise leadership on messaging, channel selection, and timing.
- Track and report campaign performance using Google Analytics, Search Console, and SEMrush; present findings to leadership to inform decisions.
- Serve as Google Workspace Administrator and primary IT resource, managing accounts, permissions, and day-to-day technical support for all staff.

### **EDD Training Contracts Developer & Administrator**

2014 – 2016

*Welsh Advisors | Anaheim, CA*

- Administered over \$1,000,000 in state-funded EDD workforce training contracts across 15 professional sectors, ensuring full compliance with documentation and reporting standards.
- Served as primary liaison between employers, training providers, and state agency representatives, translating complex policy requirements into clear, actionable guidance.
- Built customizable compliance tracking systems adopted firm-wide and used as the standard submission format for state audit review.

### **SKILLS & TOOLS**

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<b>Communications &amp; Content:</b>	Strategic communications, content strategy, editorial planning, writing & editing, newsletter management, brand voice, audience segmentation, internal communications
<b>Digital &amp; Web:</b>	WordPress, Elementor Pro, Omni CMS (Modern Campus), SEO, email marketing, social media management, responsive design
<b>Email Platforms:</b>	Moosend, Mailchimp, Constant Contact
<b>Analytics:</b>	Google Analytics (GA4), Google Search Console, SEMrush, Looker Studio, Google Tag Manager
<b>Design:</b>	Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva, Affinity Design Suite
<b>Operations:</b>	Google Workspace Admin, Microsoft Office Suite, project coordination, vendor management
<b>Languages:</b>	Bilingual, English and Spanish (native proficiency in both)

### **EDUCATION**

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**Bachelor of Arts, Art History** | California State University, Long Beach