

Roman Micucci

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PROFESSIONAL SUMMARY

For me, marketing has always been about telling a good story. Over the past few years, I've told them through brand strategy, content creation, community partnerships, and field campaigns that actually move people — with the data-informed strategy and execution experience to turn ideas into measurable results. I bring the creative instincts and technical range to build brands people truly care about.

PROFESSIONAL EXPERIENCE

Brand Ambassador - (Community & Partnerships Manager)

Medieval Times — *Scottsdale, AZ | January 2025 – July 2026*

- Led brand strategy and enforced brand standards, driving recognition across local and national markets.
- Developed and managed community outreach initiatives, initiating over 400 brand partnerships with hotels, coffee shops, game stores, golf courses, and community spaces.
- Planned and executed over 110 community events, leading cast members and brand representatives at activations.
- Drove day-to-day marketing operations: coordinated events, established vendor contracts, developed campaign schedules, and executed brand strategies.

Marketing Coordinator

North American Lubricants — *Scottsdale, AZ | September 2022 – June 2024*

- Led production of branded materials — stationery, merchandise, flyers, and brochures.
- Developed and optimized marketing projects in collaboration with design agencies and sales teams, supporting product launches and sales initiatives.
- Analyzed market trends and sales data to produce actionable reports, directly improving team decision-making and strategy execution.
- Researched competitor products and pricing through informed promotional strategies.
- Streamlined cross-functional communication by organizing project schedules, event planning, and vendor coordination
- Developed social media and digital marketing content unique to the oil and gas industry
- Developed an LMS for onboarding new sales personnel

Content Creator

New Media Innovation & Entrepreneurship Lab — *Phoenix, AZ | August 2021 – May 2022*

- Developed 3D historical renderings and interactive media using Unity, enhancing storytelling projects focused on Phoenix's Maryvale district.
- Conducted comprehensive research and interviews, transforming archival content into new media formats that improved public engagement in historical education.
- Collaborated with a research team to produce immersive media projects

Video Production & Content Marketing

Ability360 — *Phoenix, AZ | August 2020 – August 2022*

- Produced and edited promotional video content for the Ability360 Sports & Fitness complex
- Managed digital content across the organization's website, magazine, and social media accounts, ensuring consistent brand messaging across platforms.
- Led coordination and coverage of community events, boosting visibility and engagement for Ability360's initiatives.

SKILLS

Creative Tools: Adobe Premiere, After Effects, Photoshop, Audition, Illustrator, InDesign, Unity, Canva

Marketing & Analytics: Google Ads, Facebook/Meta Ads, Google Trends, Google Optimize, Shopify, ArcGIS

Collaboration & PM: Asana, Slack, Trello, Microsoft Office (Word, Excel, PowerPoint), Google Suite

Core Competencies: Brand Strategy · Content Strategy · Campaign Development · Digital Content Creation · Video Production · Copywriting · Social Media Management · Community Partnerships · Market Research · Data Analysis · Customer Engagement

EDUCATION

Bachelor of Arts — Journalism and Mass Communication | May 2022

Walter Cronkite School of Journalism and Mass Communication, Arizona State University — Phoenix, AZ

GPA: 3.66 | Minor: Innovation in Society | Dean's List: Fall 2018, Fall 2021, Spring 2022

Marketing Certificate, ASU Global Tech Experience — May 2022

RELEVANT COURSEWORK

Problem Solving & Strategic Thinking | Intro to E-Commerce Marketing with Shopify | Customer Acquisition with Google & Instagram