

Rolando A. Petit

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PROFESSIONAL SUMMARY

A passionate, results-oriented marketing professional with an entrepreneurial spirit, excellent leadership skills, and 25 years of experience in end-to-end business marketing, business development, and creative development. Driven by success, enjoys challenges, works well in a team setting, and thrives under pressure!

EXPERIENCE

DIRECTOR OF MARKETING

4/2022 - Present

OptionWide Financial Corporation | Irvine, CA

- Marketing leadership for wholesale (B2B) and retail (B2C) business units
- Implemented multiple Google and Bing PPC campaigns that produced 350-500 mortgage leads monthly within budget
- Grew monthly retail loan originations by over 80% from leads in a down market
- Ran highly effective email marketing campaigns that reached 1.2-3 million monthly with an average response rate of 6%
- Worked with CTO, developers, and front-end designer to refine general appearance and functionality (UX/UI) for internal business applications and SAAS white-labeling for outside clientele

FRACTIONAL VICE PRESIDENT OF MARKETING | Remote

12/2023 – 1/2025

Arrival Home Loans | Novato, CA

- Work closely with the executive team to launch a new corporate identity and online presence for 2 business units
- Implemented bi-monthly warm and cold-list email marketing campaigns
- Source and establish partnerships with 3rd party service providers
- Interface with inside and outside sales teams to develop marketing collateral tailored to loan production pipeline growth
- Strategize and develop B2B-focused digital advertising campaigns targeting over 250K+ industry professionals nationwide

DIRECTOR OF MARKETING

3/2016 – 3/2022

Assault Industries | Garden Grove, California

- Achieved 7-figure E-Commerce sales growth, exponentially increasing revenue by over 1400% in less than 4 years
- Collaborated with inside sales to drive 30% overall sales growth annually for 6 years
- Successfully integrated the Amazon and Walmart.com sales channels, resulting in 6-figure annual sales growth
- Implemented an email marketing cadence that consistently generated \$5k to \$50k in sales per email from a 12,000-subscriber list
- Executed a successful social media strategy with follower/subscriber growth of 1500% on YouTube, 520% on Instagram, and 400% on Facebook
- Product placements and features for film and TV

DIRECTOR OF MARKETING + BUSINESS UNIT MANAGER

3/2010 – 3/2016

Night Optics USA | Huntington Beach, California

- Performed duties as Director of Marketing and Business Unit Manager leading a team of 12 across multiple departments
- Led the company to the best sales year since acquisition with 8-figure sales results
- Developed and executed a full rebrand in 2014
- Won and executed an \$8.7M international government supply contract with Jordan in 2015
- Implemented a successful E-Commerce strategy that grew online sales by 800%
- Introduced a new big-box retail marketing strategy with high-quality printed packaging, UPCs, and in-store display collateral
- Product placement: 22 Jump Street, Keeping Up with The Kardashians, Hawaii 5-0, and I Am Cait + Mundo FOX local news technology segment

SKILLS

All digital advertising platforms | Data analysis and reporting | Various CRM platforms | Various E-Commerce platforms (Shopify, WooCommerce, MIVA Merchant, and Magento) | WordPress | HTML | CSS | PHP | SEO | PC and Mac proficient | Microsoft Office Suite | Adobe Creative Suite | Final Cut Pro | Video editing | Copywriting | SAAS | AI prompting | Photography | Product development | Branding | Print, digital campaigns | Geo-targeting

EDUCATION

Bachelor's Degree, Business Marketing

California Coast University