

# Ambriss Syravong

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## Professional Summary

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Marketing consultant and content strategist with over 10 years of experience helping organizations strengthen their brands through purposeful, creative marketing. I specialize in developing marketing strategies, content systems, and digital workflows that help small businesses and nonprofits grow with clarity and confidence. With a background spanning corporate marketing and community-focused organizations, I combine strategic planning with hands-on execution to deliver campaigns that connect, engage, and drive measurable results.

## Career Experience

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### Marketing Consultant, NorCal Arts | Sacramento, CA | Oct 2024 to current

- Developed campaign KPIs and reports to track engagement and conversions, increasing campaign engagement by 15% in one quarter.
- Analyzed audience and trend data to refine content tactics and executed lifecycle-focused campaigns, driving a 10% increase in audience growth.
- Created a content and campaign strategy to ensure consistent branding and seasonal relevance.

### Marketing Campaign Manager, CalChamber | Sacramento, CA | Oct 2019 to March 2024

- Directed go-to-market (GTM) strategy for memberships, products, and events, managing a \$3M paid media budget across digital, paid social, and SEO.
- Maintained editorial style guide to ensure consistent messaging across campaign collateral and digital channels.
- Implemented marketing automation in Acoustic, HubSpot and Salesforce, improving lead conversion by 22%.

### Marketing Consultant, Go Gold Media | Sacramento, CA | April 2019 to March 2020

- Created GTM plans for CPG brands, including influencer campaigns, content calendars, and product launches.
- Developed creative messaging and content strategies that improved audience engagement and customer acquisition.

### Marketing Coordinator, HealthSherpa | Sacramento, CA | May 2018 to Jan 2019

- Supported a SaaS healthcare platform's digital marketing efforts, managing campaigns that contributed to 1.2M+ customer enrollments.
- Ensured consistent and impactful messaging for brand awareness and partner marketing efforts.
- Improved organic traffic by 19% through A/B testing and landing page optimization.

### Marketing Manager, Robert Half | San Ramon, CA | May 2015 to Nov 2017

- Led Eloqua CRM integration to automate lifecycle communications and boost engagement by 20%.
- Partnered with creative teams to develop assets and messaging aligned with acquisition and brand goals.
- Developed thought leadership campaigns and publications that positioned the company as an industry leader for executives and decision-makers.

## Education

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### Bachelor of Arts - Communications

University of California, San Diego

## Skills

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Marketing Strategy • Content Creation • Social Media Management • Brand Development • Digital Strategy  
HubSpot • Acoustic • Eloqua • Mailchimp • Sitecore • Salesforce • Google Analytics • Adobe Creative Suite • Canva  
Project Management (Asana, Jira) • WordPress • Email Marketing