

# Paolo Cantos

Website Content Administrator,  
UCLA School of Education and Information Studies

[bit.ly/pcantos](https://bit.ly/pcantos)

## Professional Summary

An accomplished senior leader with over eight years of progressive experience in leadership, communications, operations, and resource development. Proven success in driving engagement and contributing to organizational growth, enhancing service delivery while cultivating an environment of diversity, equity, and inclusion.

## Relevant Experience

### **Website Content Administrator,**

UCLA School of Education and Information Studies, Office of Communications

*Oct 2024 - Present*

#### **Website and Digital Content Management**

- Oversee the development, implementation, and maintenance of 5 UCLA Ed&IS affiliated websites to meet stakeholder needs.
- Ensure functionality, security, and efficiency of complex web infrastructure.
- Debug website issues, update content, and manage analytics to align with marketing and branding goals.
- Develop new website functionalities to support evolving communication strategies.

#### **Technology Integration and Maintenance**

- Manage digital communication technologies and systems and work with various programming languages, systems utilities, and relational database tools to optimize performance across computing environments.
- Ensure compliance with UCLA digital policies and enhance cybersecurity measures.

#### **Organizational Development**

- Advise the Senior Director of Marketing and Communications and the Dean's leadership on improving communication standards and system upgrades.
- Successfully streamline inbound workflows from Ed&IS stakeholders for communication related tasks such as website updates, news and social media coverage, and campaign management.
- Train and guide faculty, staff, and other stakeholders in website content management and industry best practices.
- Ensure uniformity and continuity across all school communications platforms through standardized training and practices.

### **Senior Marketing & Communications Strategist,**

University of Southern California (USC), Career Center

*Dec 2022 - Nov 2024*

### **Interim Senior Communications Specialist**

USC Student Life, Office of the Vice President

*Aug 2024 - Feb 2025*

#### **Leadership & Organizational Development**

- Oversaw a team of one (1) FTE and 24 student interns who are the frontline representatives for the USC Career Center and USC Student Life through customer service and communications.
- Developed and refined staff development programs within the USC Career Center, ensuring high-performance standards and customer service orientation through continuous feedback and improvement processes.
- Served as a member of the career center's senior leadership team, contributing to strategic decisions involving personnel and the direction of the USC Career Center.
- Instrumental in developing the USC Career Center's intern formalization program by providing key insights, ideas, and feedback from current interns.
- Cultivated an inclusive, welcoming, and engaging environment for stakeholders through communication and outreach efforts, establishing a culture of community and support.

**Social Media**

- Rebuilt Ecugreen's Instagram presence following the deletion of its previous account, resulting in an overall 200% net follower increase.
- Advertised Ecugreen's products and events to current and prospective customers to increase in-store foot traffic, contributing to a 225% increase in sales from July 2022 to December 2023 compared to the previous six months.
- Created and edited content to engage and educate audiences about Ecugreen's products and mission.
- Implemented thematic design templates used at the owner's discretion to create a cohesive brand experience for stakeholders.
- Collaborated with local artists, offering a platform for talent expression and increased visibility, expanding customer base.
- Supported the grand opening of Ecugreen's new location in November 2022, attracting over 400 visitors for the ceremony and celebration.

**Administrative and Design**

- Using Canva to create digital and print collateral, including flyers, business cards, and other materials.
- Produce monthly financial reports for quarterly tax documentation.
- Monitor and engage with customers and artists through email and phone communications.

**Education**

Doctor of Education, Educational Leadership (in progress) *June 2028*  
University of California, Los Angeles

Master of Public Administration, Non-Profit Sector Management *August 2022*  
California State University, Northridge

Bachelor of Science, Business Administration - Marketing *May 2017*  
California State University, Long Beach

**Additional Professional Experience**

*Recruiter,* *Oct 2017 - Mar 2018*  
MGA Healthcare, Inc.

*Marketing & Community Relations Intern,* *Sep 2016 - Oct 2017*  
Long Beach Transit (LBT)

*Brand Ambassador,* *Sep 2013 - Sep 2016*  
Advantage Solutions, Inc.

*Sales Associate,* *Dec 2012 - Sep 2013*  
*Merrell*

**Professional Associations & Other Involvement**

- Member, Council for Advancement and Support of Education (CASE) *Mar 2018 - Present*
- Member, National Association of Colleges and Employers (NACE) *Dec 2022 - Present*
- Member, Mountain Pacific Association of Colleges and Employer (MPACE) *Dec 2022 - Present*
- Member, National Career Development Association (NCDA) *Dec 2022 - Present*
- Member, Hire Big10+ Career Consortium *Jan 2024 - Present*
- Mentor, First-Generation Mentorship Program, *Jan 2024 - Present*  
California State University, Long Beach
- Mentor, UCLA Staff Enrichment Program *Aug 2022 - Present*
- Mentor, UCLA First-to-Go Gmentorship Program *Jan 2025 - Present*

## **Project Management**

Lead, Monday.com Software Implementation

- Led an internal project team in searching, purchasing, and implementing Monday.com project management software, including identifying uses within the Career Center to maximize efficiency in everyday tasks while creating a central hub for information and processes.

Lead, Communications Subcommittee, Handshake Technology Implementation

- Collaborated with stakeholders from over 23 offices throughout USC's campus to develop standard operating procedures for transitioning to a university-wide career services management tool accessible by over 50,000 students, 400,000 alumni, and 88,000 employers.

## **Budget & Finance**

- Discussed strategic priorities with the Senior Leadership Team to allocate financial resources annually to new and existing programs, technologies, and services. Critically evaluating and advocating based on the needs of community stakeholders.
- Managed a \$100,000 marketing and communications operating budget to promote the Career Center's programs and services to stakeholders.

## **Marketing & Communications**

- Developed and maintained a strategic communications plan resulting in a 27% increase in audience engagement with Career Center stakeholders across mediums aligned with organizational goals and policies.
- Managed Career Center website and social media, averaging 150,000 page views and 195,000 impressions monthly over the past 16 months.
- Oversaw student and family communications for the Office of the Vice President for Student Life on a temporary basis while the department seeks a new communicator in the role.

### ***Assistant Director, Digital & Social Media Communications***

*Jun 2021 - Dec 2022*

University of California, Los Angeles, School of Education and Information Studies (UCLA Ed&IS)

### ***Assistant Director, Annual Fund & Donor Communications***, UCLA Ed&IS

*Apr 2020 - Jun 2021*

### ***Development & Communications Specialist***, UCLA Ed&IS

*Mar 2018 - Apr 2020*

## **Leadership & Organizational Development**

- Supervised two student interns to develop content for Ed&IS social media channels and support administrative tasks.
- Oversaw an office remodel, including the reconfiguration and procurement of furnishings to maximize the number of workspaces in preparation for team expansion.

## **Project Management**

Co-lead, Website Development

- Collaborated with school-based colleagues to create content, develop, and implement a new website for the UCLA School of Education and Information Studies following its name change and rebrand.

Communications Officer, 100 Days of Black Excellence

- Collaborated with school-based colleagues and leadership to develop and execute UCLA Ed&IS inaugural 100 Days of Black Excellence event series. Created and disseminated communications materials to the Ed&IS community through educational newsletters, event invitations, and award announcements.

## **Budget & Finance**

- Oversaw and reconcile ledgers for a \$320,000 operating budget for the UCLA Ed&IS External Relations team, including event, donor, technological, and administrative expenses.
- Supported the annual management and disbursement of over \$3M in philanthropic gift funds for UCLA Ed&IS, following strict guidelines pertaining to fund purposes and restrictions as outlined in executed gift agreements.
- Supported the External Relations Office's goal of securing \$14M in annual philanthropic contributions supporting university research, scholarship, and other priorities and initiatives.

## **Marketing & Communications**

- Managed UCLA Ed&IS website, social media, and email communications, engaging over 60,000 constituents weekly.
- Supported the development of direct and digital mail campaigns soliciting donations to support the school's initiatives.