

# OLIVER OPTICAN

Building Brands and Driving Growth | Aspiring Sales & Marketing Professional | Strategic Communicator

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📍 Santa Monica, CA



## EXPERIENCE

### Chief Visionary Officer

#### Optican Edge

📅 02/2025 - Present 📍 Santa Monica, CA

I founded my own marketing agency in February 2025, specializing in SEO, PPC, Social Media Management, Email and LinkedIn outreach, and strategic media placement - helping businesses across all industries grow their digital presence, generate leads, and scale with measurable results.

### Marketing Coordinator

#### Preferred Roofing

📅 07/2024 - 06/2025 📍 Los Angeles, CA

Preferred Roofing has been providing new roofing and roof repairs & services in Los Angeles and Ventura Counties for 29 years. They've performed over 8,000 roof replacements and roof repairs.

- Lead generation specialist, building targeted email outreach programs and lists of property managers, realtors (both commercial and residential), public adjusters, and general contractors in the Los Angeles area.
- Successfully generate 7-10 qualified leads weekly; secured \$900,000 in new business within my third week at the company.
- Oversee all merchandise orders, selecting and managing branded materials such as mailers, door hangers, fridge magnets, notebooks, thank-you cards, and custom smart tarps.
- Develop and execute innovative lead generation campaigns, including direct outreach and unique strategies like hosting lunches for HOA members.
- Manage the company's Instagram and broader digital presence, curating content to enhance brand visibility and engagement.
- Plan and direct all photoshoots, handling photographer hires, storyboard creation, and sizzle reel development to align with marketing and branding goals.
- Organize sponsorships with Bisnow, Canejo Valley Little League, and Cheviot Hills Pony.

### Junior Publicist Intern

#### ANDERSON GROUP PUBLIC RELATIONS, LTD

📅 06/2021 - 08/2021 📍 Los Angeles, CA

- Organized travel schedules for six celebrity clients, including airport arrangements, hotel accommodations and restaurant reservations.
- Updated and created press releases and electronic press kits.
- Proactively monitored media outlets for client related news.

### Assistant to Executive - Intern

#### Career Artist Management

📅 08/2015 - 12/2015 📍 Beverly Hills, CA

- Managed communication, phone calls, scheduling, including the handling of legal documents on behalf of executive staff.
- Used meticulous attention to detail to coordinate logistics for artists and executives.
- Established organizational systems for comprehensive filing, designed to increase efficiency.

### Artist Manager

#### ALL DEF DIGITAL MUSIC, LLC

📅 08/2013 - 08/2014 📍 Santa Monica, CA

- Managed and discovered Philadelphia based hip-hop artist Tayyib Ali, resulting in signing to Universal Music Group.
- Assembled and organized a music video for Ali's song "Do It" that grossed a total of 550,000 views on YouTube.
- Managed website build out process for artist.
- Worked alongside All Def Digital CEOs Russell Simmons and Steve Rifkind overseeing travel arrangements, ensured artist was on time for all interviews and all meetings.

## SUMMARY

### Building Brands and Driving Growth | Aspiring Sales & Marketing Professional | Strategic Communicator

I'm passionate about driving business growth through strategic sales, authentic relationships, and clear communication. My goal is to help companies increase revenue, strengthen client partnerships, and deliver results that last.

In 2025, I founded **Optican Edge**, where I built client pipelines, led outreach initiatives, and closed deals that helped businesses expand their reach and customer base. That experience taught me how to connect with people, understand their needs, and turn conversations into long-term relationships.

My background in sales strategy, client acquisition, and account management has shaped me into a driven, results-oriented professional who thrives in fast-paced, performance-based environments. I bring energy, adaptability, and a competitive mindset to every opportunity.

Outside of work, I'm usually exploring SoCal, hiking the coast, or checking out new restaurants.

Let's connect!

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## KEY ACHIEVEMENTS

### 💎 Lead Generation Success

Generated 10 weekly qualified leads, securing \$900,000 in new business in third week at Preferred Roofing.

### 💎 Social Media Management

Managed Instagram, increasing brand visibility; achieved 30% growth in engagement.

### 💎 Video Production Achievements

Organized music video, achieved 550,000 YouTube views for artist.

### 💎 Client Satisfaction Improvement

Facilitated campaign to increase client hospitality satisfaction by 25%, boosting retention rates.

EDUCATION

Bachelor's degree, Ethnic, Cultural Minority, Gender, and Group Studies  
**University of Southern California**  
📅 09/2014 - 05/2020

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High School Diploma  
**Beverly Hills High School**  
📅 09/2008 - 05/2012

SKILLS

Lead Generation	Detail Oriented	
Teamwork	Management	
Communication	Writing	
Customer Service	Microsoft Word	
Marketing	Microsoft PowerPoint	Editing
Administration	Microsoft Excel	Sales
Negotiation	Closing	
Relationship-Building	Competitiveness	
Goal-Oriented		