

Mark Cajigao

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10 Prescott Place, Hastings-on-Hudson, NY 10706
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Digital Creative Director, Content Strategist, Website Consultant

More than 15 years of experience with a demonstrated ability to lead a team and launch projects across multiple platforms, on time and within budget. Skilled in techniques and tools for digital content creation, project management, website performance analytics, and eCommerce optimization. Talented director with a great sense of humor and knack for reaching the right audiences.

Digital Portfolio: www.cajigao.com

Specialties

Digital Content Development
eCommerce Platforms
User Experience
Brand Strategy
Web Content Strategy
Content Management
Producing, Directing, Editing Video
Website Design

Site Architecture
Web Analytics
SEO/ SEOM
Social Media Marketing
Content Audits
Streamlining Production Processes
Mentoring junior staff

Director of Content - Roundabout Theatre Company

December 2011 – August 2019

- Conceptualized, produced and directed [original video content](#) to support RTC shows and events, on the website and in digital marketing campaigns. Celebrities worked with include: Annette Bening, Stephen Sondheim, John Lithgow, Clive Owen, Mark Ruffalo, Danny DeVito, Alan Cumming, Ewan McGregor, Cynthia Nixon, Maggie Gyllenhaal, Laura Benanti, Kristin Chenoweth, Ellen Burstyn, Sarah Paulson and many others.
- Collaborated in planning, drafting and approving email and social media strategy and technology, with a focus on engagement, customization and analysis
- Supervised two website redesigns, most recently in 2019, launching a [responsive, mobile-first site](#) to improve ticket sales and user retention for the largest nonprofit Broadway and off-Broadway theatre company in the country. During my tenure:
 - Annual online revenue grew from \$12 million in 2011 to over \$22 million in 2018.
 - Bounce rate decreased 33%.
 - Engagement increased 40%.
- Oversaw the UX side of the newly launched [Rewards by Roundabout](#), the first theatre-specific loyalty program of its kind.
- Remained up to date on technological advances and best practices for digital marketing
- Created Google Analytics reports to measure existing traffic click-through and conversion patterns. This information was used to assess content and/or design

changes with the goals to increase ticket sales, support the brand and educate users about the institution.

- Provided regular reports to all stakeholders on all platforms with recommendations and strategies for improvements.
- Created and maintained a company-wide content style guide for printed material and digital media and ensure consistency and adherence.
- Led interdepartmental content meetings.
- Served as point of contact with creative agencies regarding digital content, including video for broadcast and new media.
- Strategized and maintained informational structures and metadata across platforms to ensure that Roundabout stayed current and adaptable to new technologies.
- Streamlined and oversaw content creation processes.

Web Editor | Managing Editor - Scholastic, Inc.

July 2008–June 2011

- Led editorial and design teams on two award-winning professional magazines—*Scholastic Administrator* and *Scholastic Instructor*—and Custom Media projects.
- Approved and oversaw all content for websites.
- Produced weekly e-newsletters.
- Set and maintained all internal deadlines.
- Tracked budgets for magazines and Custom Media projects.
- Ensured that all content followed best SEO practices.
- Initiated use of website analytics to assess content and aid sales team in targeting revenue.
- Set goals for traffic growth and monitor increasing traffic.
- Launched website redesign for style, content and functionality.

Web Editor | Managing Editor - Cottages & Gardens Publications

February 2005–June 2008

- Managed all editorial operations for *Hamptons*, *Connecticut*, *Palm Beach*, and *Westchester Cottages & Gardens* magazines, more than 30 issues per year, with a small, dynamic staff.
- Edited, wrote, copyedited and proofread all content.
- Supervised magazine websites.
- Developed, wrote and maintained company style guide.
- Compiled and edited numerous advertorial sections on real estate, interior design.

Editor In Chief - taintmagazine.com

September 2001–September 2004

- Founded and conceptualized monthly online pop-culture/literary magazine.
- Developed original robust CMS from scratch.
- Solicited and approved material for publication.
- Set and maintained publication schedule.
- Wrote monthly columns and newsletters.
- Formatted and posted new content every month.

Managing Editor - Art+Auction Magazine

October 1999–June 2004

- Managed 12-person editorial team on 12 issues per year.
- Set all deadlines and held daily production meetings.
- Planned editorial calendar and content with senior editors and publisher.
- Edited, wrote, copyedited and proofread.
- Created and maintained working budget for editorial department.
- Responsible for magazine layout, finished map and determining final book size.
- Guided magazine through two acquisitions in five years.
- Facilitated massive redesign of the magazine into a luxurious, art-heavy tabloid.
- Launched magazine's first website.

Project Director – Worth Publishers, Psychology Division

October 1998–October 1999

- Developed, edited and acquired Introductory and Specialized Psychology textbook properties.
- Managed all aspects of the development process, from review project to publication.
- Traveled to meet with leading thinkers and top professors of Psychology.
- Developed supplemental multimedia material.

Education

The New School for Drama, MFA Acting

Wagner College, BA Theatre & Speech

Wagner College, BA English

Skills

Microsoft Office, Adobe CC, Final Cut Pro, Drupal, Wordpress, Kentico, Tessitura (CRM), PC, Mac, Social Media, Mail Chimp, Wordfly, Moveable Ink, Hootsuite, Radian6, Google Analytics, CloudTix, Jira, Basecamp, Slack, Asana, Freshdesk and some HTML

Other

Featured panelist, Social Media Content for Theatre, CTI Marketing, NYC 2018

Founding member, New School University Young Patrons Society

Founding Board of Directors member, New School University Alumni Association