

RINA AKAJAN-JANDO

MARKETING, GROWTH & BUSINESS OPERATIONS EXECUTIVE

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EXECUTIVE PROFILE

Senior marketing and business leader with 15+ years of experience building brands, leading multi-location marketing operations, driving digital strategy, managing agency and vendor ecosystems, and translating business goals into high-impact growth initiatives. Known for combining executive-level strategy with hands-on execution across digital marketing, websites, customer acquisition, reputation, communications, operations and cost optimization. Experience spans healthcare, e-commerce, technology, real estate, fitness and entrepreneurial consulting.

LEADERSHIP & FUNCTIONAL EXPERTISE

Marketing Strategy & Leadership | Growth & Customer Acquisition | Brand Strategy | Digital Marketing | Multi-Location Marketing | Business Operations | Website Strategy & Conversion | SEO / SEM | Paid Media | Social Media | Reputation Management | Agency & Vendor Management | Budget Management | PR & Communications | Content Strategy | Project Leadership | Contract Negotiation

PROFESSIONAL EXPERIENCE

SPAY NEUTER CLINIC | Tempe, AZ

2015–2026

Marketing Director

- Led marketing strategy, digital growth, brand communications and outside partnerships for a multi-location veterinary healthcare organization.
- Managed marketing across 12 clinic locations and multiple markets, supporting customer acquisition, local promotions, brand consistency and business goals.
- Oversaw websites, SEO/SEM, paid and organic search, social media, email marketing, reputation management and location-specific campaigns.
- Managed outside agency and vendor partners across advertising, direct marketing, digital marketing and print.
- Led major website platform and design updates to improve tracking, conversion performance, acquisition costs and the overall customer experience.
- Created clinic-level and company-wide campaigns, promotions, marketing materials and communications to drive demand and support revenue.
- Worked closely with leadership, clinic teams, technology partners and vendors to move projects from idea to launch.
- Saved more than \$50,000 per year by renegotiating contracts and reviewing vendor costs.

2022- 2026

YOUR AGENCY SERVICES | Scottsdale, AZ

Founder & Marketing Consultant

- Built an independent marketing consultancy helping businesses improve their websites, content, social media presence and overall marketing strategy.
- Worked directly with business owners to identify what they needed most and build practical marketing plans around their goals, budget and audience.
- Designed, built and maintained client websites, including site structure, page development, copy, SEO, integrations and ongoing updates.
- Created website copy, social content, graphics and promotional materials to give clients a more consistent and professional brand presence.
- Set up and improved social profiles, local listings and business directories to make clients easier to find and strengthen their online credibility.
- Advised clients on positioning, digital strategy, marketing priorities and next steps, from early planning through launch and ongoing improvements.

2012–2014

CONTEMPORARY COLLECTIONS | Gilbert, AZ

Marketing Manager & Owner

- Managed a six-person team supporting multiple e-commerce websites for a drop-ship furniture business.
- Ran social media, paid search and marketing campaigns while helping shape the online customer experience and sales strategy.
- Lowered marketing costs by shifting more of the budget toward organic and inbound tactics that were performing well.
- Improved paid-search efficiency, bringing cost-per-click as low as \$1.50 and pay-per-sale to about \$100 per transaction.
- Managed website strategy, design and day-to-day maintenance from the ground up.

2012–2015

AVNET | Tempe, AZ

Operations Project Coordinator & Cisco Solutions Support Specialist

- Supported cross-functional operations and project work within a global technology organization, including Cisco-related solutions and customer-facing processes.
- Kept projects organized across multiple stakeholders by managing communication, documentation, timelines and follow-through.

EJRA MANAGEMENT & REALTY | Gilbert, AZ

2011–2014

Owner & Licensed Realtor

- Owned and operated a real estate business, handling client relationships, transactions, negotiations, marketing and day-to-day operations.
- Managed transactions from first contact through closing and coordinated with clients, vendors and industry partners throughout the process.

IN-SHAPE HEALTH CLUBS | Stockton, CA

2008–2010

Marketing Coordinator

- Supported marketing and communications across 45 health club locations, including promotions, sponsorships, community events and market research.
- Helped roll out early digital initiatives including text marketing, an iPhone app, email campaigns, social media and ongoing website updates.
- Reduced labor time and related costs by implementing a downloadable on-hold messaging system.
- Recruited, trained and managed five interns for the company internship program.

EDUCATION

Bachelor of Science in Business Administration, Marketing | California State University, Stanislaus - Turlock, CA