MARKETING DEPARTMENT MATRIX OF RESPONSIBILITIES

PROJECT REQUESTS

Please Submit Project Requests at:

https://foundation.cpp.edu/marketing.aspx

Marketing Department

Edwin Santiago
Marketing Director
esantiago@cpp.edu
x2947

Alex E. Hernandez
Asst. Director of Marketing & Web
alexhernandez@cpp.edu
x3283

Darren Isomoto
Marketing Manager
diisomoto@cpp.edu
x5434

Lisanne Wu
Marketing Coordinator
ljwu@cpp.edu
x4918

Arielle Torrez
Marketing Development Coordinator
astorrez@cpp.edu
x2912

Monica Pignotti
Marketing Assistant/Writer
mpignotti@cpp.edu
x4508

Websites Include
Ale University
Bronco Bookstore
Bronco Bucks
Bronco Channel
Budgets
CPP Gift Card
CTTi
Dining Services
-Centerpointe Dining
-CCMP
-BSC
-Catering Services
Employment Services
Fair Oaks
Financial Services
Foundation
Grants
Hot Dog Caper
Housing Assistance
Innovation Brewworks
Innovation Village
IT
Kellogg House
Kellogg West
Marketing
Meet At The Village
Poly Trolley
Village

Social Media Includes
Facebook
Instagram
Youtube

Unit / Project	Primary Contacts	Secondary	Department Contact (Client)
Marketing			
Ads External (Newspaper, magazines, etc.)	Monica	Arielle	
Database management	Alex		
Mobile App Management	Alex		
Campus Map (Design)	Edwin	Monica	
Competition Entries for Foundation	Monica/Arielle	Edwin	
Contests - On Campus	All		
Terms and Conditions/Disclaimers - Document Write-ups	Darren		
Prize Purchasing and Giveway	Darren	Lisanne	
Contestant Photos - Winners	Lisanne	Darren	
Email Blasts	Alex		
Marketing Material Requests (Campus Maps, Brochures, etc.)	Monica	Arielle	
Marketing opportunities on campus	Edwin		
Marketing - File back up system	Alex		
Marketing Budget and Financials	Alex		
Foundation Budget files & Business Plan Files (Technical)	Alex		
Marquee Placement Request	Monica	Arielle	
Digital Display's Lead(Technical)	Alex		
Digital Display Board Management	Lisanne	Alex/Monica	
Orientation/Outreach	Monica	Darren	
PDF Form Creation	Jenny/Claudia	Alex	
Photography			
General Photography	Lisanne	Edwin, Darren,Alex	
Events	Lisanne	Edwin, Darren,Alex,Monica	
Photobooths	Darren	Lisanne	
Employee Photos	Darren	Lisanne	
CPP This Week, Poly Centric, Poly Post Requests	Monica	Arielle	
Press Releases	Monica	Arielle	
Public Relations/Outreach	Monica	Edwin	
Sign Maintenance			
Campus Center	Darren		
BSC, Business Building	Lisanne		
BSC, Digital Signage(ASI)	Monica		
Bookstore Atrium	Lisanne		
Los Olivos/Centerpointe	Lisanne		
Village	Alex		
Bronco Commons (The Den & Vista)	Darren, Lisanne		
Social Media - Bronco Channel	Arielle	Darren	
Social Media - Innovation Brew Works	Darren	Arielle	
Special Projects	Edwin	Alex	
Video	Darren	Edwin	
Websites	Alex		
Website Accessibility, Section 508 Compliance	Alex		
Writing/Editing/Proofing	Monica	Arielle	
Bronco Bookstore			
Main Contact For Items Not Listed	***Alex***		
ATT	Monica	Edwin	ATT Representative
Branding and Strategy	Alex		Clint Aase
Bronco Computer	Alex		Brian Fetterman
BroncoGear	Edwin	Alex	Brian Fetterman
Buyback	Alex	Monica	Suzanne Donnely
E-Digital Books	Alex	Monica	Suzanne Donnely
Grad Fair	Alex	Monica	Brian Fetterman
E-Commerce Online Business	Alex		Brian Fetterman
Quarterly Requisition(Faculty newsletter, coupon, etc.)	Monica	Alex	Suzanne Donnely
Refund Signage	Monica	Alex	Suzanne Donnely
Sales	Alex	Monica	Brian Fetterman
Social Media	Monica		Brian Fetterman
Survey	Alex	Monica	Brian Fetterman
Special Events	Alex	Monica	Brian Fetterman
Textbook Rental	Alex	Edwin	Suzanne Donnely
Bronco Bucks/Gift Card/GET			
Main Contact For Items Not Listed	***Monica***		
Bronco Bucks	Monica	Alex	Donna Bebensee
GET	Monica	Alex	Donna Bebensee
Gift Card	Monica	Alex	Donna Bebensee
Bronco Channel			
Main Contact For Items Not Listed	***Arielle***		
Content - Creator	Arielle,Monica		
Content - Editor	Arielle,Monica		
Strategy and Branding	Darren	Arielle	
Website-Admin-Techinical	Alex		
Dining Services			
Main Contact For Items Not Listed	***Arielle***		
Branding and Strategy	Darren, Lisanne	Edwin	Aaron Nielson
CPP Dining Newsletter	Arielle		
Web Content	Arielle/Alex		
Writing/Editing/Proofing	Arielle		
BSC	Lisanne	Darren	Sandy Cain
Campus Catering	Darren	Lisanne	Juan Iturbe
Campus Center	Darren	Lisanne	Joe Somoza
Dining HOURS - Phone APP or Website	Davona(Dining Services)	Alex	Aaron Nielson
Dining Phone APP	Alex		Aaron Nielson
Einsteins	Darren	Lisanne	Rosa Morales
H-Café	Lisanne	Darren	Rosa Morales
HealthFest	Monica	Arielle	
Innovation Brew Works	Darren	Lisanne	Melody Young & Eric Bassett
Innovation Way Café (Edison)	Lisanne	Darren	Melody Young
Jamba Juice	Lisanne	Darren	Janet Medina
KW Catering	Alex	Arielle	Oscar Villanueva
Centerpointe	Lisanne	Arielle	Martha De Alba
Poly Trolley	Darren	Lisanne	Joe Somoza
C-Stores(Pony Express)	Lisanne	Darren	Rosa Morales
Marketing Assistants	Arielle	Darren	
Social Media	Arielle	Lisanne	
Event Coordination	Arielle		
Public Relations/Dining Competition Entries	Arielle	Lisanne	
Starbucks	Lisanne	Darren	Juliana Freese
Surveys	Arielle	Lisanne	Aaron Nielson
Sustainability and Healthy Eating. Coupons/Meal Tickets	Monica	Arielle	Edwin Santiago & Aaron Nielson
GRUBHUB	Lisanne	Arielle	Aaron Nielson
The Den / Vista Market	Darren	Lisanne	Alejando Iniguez
Employment Services			
Main Contact For Items Not Listed	***Alex***		
Benefits & Retirement Packet Design & Printing	Alex		Nora Fernandez
Special Projects	Alex		Nora Fernandez
Finance			
Main Contact For Items Not Listed	***Alex***		
Audit and Compliance File Setup	Alex		David Prenovost
Budget system and Web Issues	Alex		David Prenovost
Clould File Manager (HTTPCommander)	Alex	Joe Bustamante	Randy Townsend
Financial Facts	Monica	Alex	Jenny Dennis
Foundation			
Main Contact For Items Not Listed	***Monica***		
Biennial Report	Monica	Edwin	Jared Ceja
Board Insights	Monica	Edwin	Jared Ceja
Branding and Image	Edwin		Jared Ceja
Directional Signage/Hours	Lisanne	Darren	Jenny Dennis
Hot Dog Caper	Arielle/Monica	Alex/Edwin	Various units
Newsletter	Monica	Edwin	Edwin Santiago
Executive Director Special Projects	Edwin		Jared Ceja
Seasonal Events (Potlucks) Invite	Jenny Dennis	Monica	Jenny Dennis
Kellogg House			
Main Contact For Items Not Listed	***Alex***		
Branding and Strategy	Alex		Jacqueline Marshall
Bridal Fairs	Alex	Monica	Jacqueline Marshall
Public Relations	Monica	Monica	Jacqueline Marshall
Kellogg West			
Main Contact For Items Not Listed	***Alex***		
Branding and Strategy	Alex		(Laura Elliot) temporarily
Public Relations	Monica		(Laura Elliot) temporarily
RDP	Alfred(IT)	Alex	(Laura Elliot) temporarily
Special Projects	Alex	Monica	(Laura Elliot) temporarily
Real Estate			
Main Contact For Items Not Listed	***Edwin***		
CTTi	Edwin	Alex	Randy Wallace
Faculty Housing (Randy)	Alex	Edwin	Randy Wallace
Innovation Village (Sandy)	Edwin	Alex	Sandy Vaughan -Acton
Village			
Main Contact For Items Not Listed	***Alex***		
Branding and Strategy	Alex	Edwin	David Laxamana
Public Relations	Monica		David Laxamana
Quarterly Campaign	Alex		Micah Espiritu
RA Selection	Darren	Lisanne	Kyle Sirowy
Summer Conferencing	Alex		Micah Espiritu

Alex
Updated 3/23/2020