

# TRISTEN HOGUE

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## MEDIA ACCOUNT MANAGER

Pay-Per-Click (PPC)  
Google AdWords  
Facebook Advertising  
Bing Advertising

Account Management & Support  
Search Engine Optimization (SEO)  
Customer Relationship Management (CRM)  
Customer Service Excellence

Google Docs & Analytics  
Microsoft Office | WordPress  
Windows | Unix | Linux  
HTML | CSS | JavaScript

## PROFESSIONAL EXPERIENCE

### Paid Media Account Manager Supervisor

Nov 2017 to Present

BizIQ

Phoenix, AZ

- ❖ **Spearheaded the implementation of new protocols** and an enhanced quality assurance process.
- ❖ **Reduced cancellation rates by 10%** within the first 90 days of being promoted to supervisor.
- Reported to Director of Marketing and company owners; supervised Paid Media Account Managers.
- Facilitated the optimization of Google, Facebook, and Bing Ads campaigns alongside team members, other paid search solutions and the management of social media campaigns.
- Responsible for onboarding new clients, following up regularly, and retaining existing account revenue.
- Established weekly, monthly, and quarterly objectives with the goal of longterm department growth.
- Frequently evaluated on metrics such as cancel rates, QA issue percentages, and follow-up reach percentages.

### Tier 1 Mac+ Advisor

Mar 2017 to November 2017

Kelly Services Global - Apple Care

Mesa, AZ

- ❖ **Quickly promoted to Tier 1 Mac+ Advisor** from an iOS Advisor within a three-month period.
- ❖ **Recognized with a Best Call Quality Award** for outstanding customer service.
- Provided full-range support and troubleshooting for all Macintosh products and Apple mobile devices.
- Strengthened customer service skills, problem solving, and conflict resolution over the phone.
- Performance was routinely audited based on call length, call quality, and escalation percentage.

### Team Lead

May 2016 to Feb

2017

ProctorU

Chandler, AZ

- ❖ **Promoted to "Blue Shirt" Proctor within two months;** tasked with more advanced institutions and exams.
- Initially hired as a regular proctor that would proctor exams for simple schools and institutions.
- Developed proficiency with navigating customers through complex, multi-step processes.
- Left this position in February 2017 when The ProctorU location in Chandler, Arizona permanently closed.

### Server

Feb 2014 to May 2016

Applebees

Mesa, AZ

- Greeted guests and provided warm, genuine customer service.
- Described service offerings, menu items, and answered questions.
- Maintained safe and sanitary work standards at all times.
- Ensured order accuracy and the timely arrival of food and drink orders.

## EDUCATION & TRAINING

Associate Degree in Computer Science

Google AdWords Certification | Mar 2019 to Mar 2020

Mesa Community College | Mesa, AZ | Jan 2016

**Google Analytics Certification** | Jan 2018 to May 2019