

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

Enterprise Solutions Manager

Jul 2019 to Present

ZipRecruiter
Tempe, AZ

- ❖ Manage enterprise performance marketing recruitment campaigns
- ❖ Provide strategic support to sales representatives
 - Identify key areas of campaign improvement
 - Conduct quarterly business reviews
 - Ensure campaign success by tracking KPI's and analyzing campaign data

Paid Media Account Manager Supervisor

Nov 2017 to Jul 2019

BizIQ
Phoenix, AZ

- ❖ **Spearheaded the implementation of new protocols** and an enhanced quality assurance process.
- ❖ **Reduced cancelation 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 long term 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 - Applecare
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

Mesa Community College | Mesa, AZ | Jan 2016

Google AdWords Certification | Mar 2019 to Mar 2020

Google Analytics Certification | Jan 2019 to May 2020