

Jefferyi Magtubo

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EDUCATION

University of Houston

BS, Media Production

Houston, TX

- Jack J. Valenti School of Communication.
- Minor in Marketing 3.9 GPA.
- Relevant Coursework: Introduction to Marketing, Introduction to Digital Marketing, Business and Professional Communication, Writing for Communicators, Communication Law and Ethics, Non-linear Editing.
- Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023.
- Received the Academic Excellence Scholarship.

Certifications

Hubspot - Digital Marketing, SEO, Social Media Marketing & Email Marketing

- Video courses that taught digital marketing, content marketing, SEO, blog marketing, video marketing, SEO basics, on-page, technical SEO, keyword research, link building, reporting, social media strategy, listening and monitoring, email marketing fundamentals, segmentation, contact management, and more.

Google Analytics

- Video courses that taught the fundamentals of Google Analytics including reports, campaigns, and more.

Google Ads (Search, Display, and Measurement)

- Courses that taught me how to optimize ads for Google search, utilize Google Display to increase awareness and retention and translate marketing objectives into action.

Leadership and Professional Development

University of Houston Pre-Optometry Society - Officer/Webmaster

- Aided the other officers with planning and overseeing events, guaranteeing a smooth execution of those events.
- Interacted with members looking for assistance and guidance in the organization, answering questions and making members feel welcome.
- Frequently update the website and its design with current club activities and events.

Psi Chi and Psychology Club (University of Houston Chapter) - Historian Chair

- Took pictures of events, made posts on their social media accounts, and managed their social media profiles (Facebook and Instagram). Utilized Canva to make the posts. Acquired higher engagement rates on my posts.
- Collaborated with other officers with the management of the club, ensuring events ran smoothly.

Experience

Eyes on the Heights

Dec 2021 – Sep 2022

Optometric Assistant

Houston, TX

- Assisted patients as they came in; taking insurance, greeting them, and performing pre-exam tests, ensuring they were ready for the doctors.
- Managed the front desk; taking emails, scheduling appointments, and other duties as assigned by the doctors.
- Developed their website to be visually appealing and optimized for SEO. Increased traffic to the website.

SKILLS

Digital marketing, Content Marketing, SEO, Blog Marketing, Video Marketing, Social Media Marketing, Google Ads, Google Analytics, Agile methodology, Microsoft Suite, Word, Excel, Powerpoint, Canva, Adobe Premiere, Adobe Photoshop, Web Development, WordPress, HTML, CSS, JavaScript, React