

Elliot Trejo

Tech and data-driven Marketer

A lifelong learner with a passion for tech, marketing, dogs and the great outdoors!



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Minneapolis, MN



bialoorlem.github.io/portfolio/index.html



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github.com/bialoorlem

SKILLS

SEO/SEM

Programmatic Advertising

Full-Stack Web Development

Account Management

Client Services

LANGUAGES

English
Native or Bilingual Proficiency

Spanish
Professional Working Proficiency

Polish
Limited Working Proficiency

INTERESTS

Technology

Fitness

Music

Animals

Travel

WORK EXPERIENCE

AdOps Specialist Multiview

03/2018 – 04/2019

Irving, Texas

Achievements/Tasks

- Create, monitor and analyze over 150+ email campaigns per month
- Collaborate with four departments on campaign management with average spends over \$10k
- Implement tracking tags, such as UTM codes and click tags to analyze via Google Analytics

Small Business Consultant ADP

11/2016 – 03/2018

Bloomington, MN

Achievements/Tasks

- Sold over \$27k of business in first six months, resulting in 105% total sales plan to end FY '17
- Consulted over 350+ small business clients in new and ongoing legislative changes
- Collaborated with a team of seven to achieve Team of the Year for FY '17
- Provided solutions for small businesses to assist with HR, compliance and payroll

Account Coordinator Simpli.fi

07/2014 – 03/2015

Fort Worth, Texas

Achievements/Tasks

- Optimized programmatic campaign deliverables for over 300 clients in the northeastern U.S.
- Generated reports on deliverables, averaging a 37% CTR across all programmatic campaigns
- Supported clients in account management, campaign optimization, and reporting...resulted in 12% increase in client retention

ORGANIZATIONS

Freemasons (02/2013 – Present)

Member, Newport Lodge #118 AF & AM & Julian Feild Lodge #908 AF & AM

CERTIFICATES

Full-Stack Certification (11/2019 – Present)

Receiving a Full-Stack Web Development Certificate from the University of Minnesota

EDUCATION

B.A., Strategic Communication, Spanish Minor Texas Christian University

08/2011 – 05/2014

Fort Worth, Texas