

# ELLIOT P. TREJO

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## EDUCATION

**Texas Christian University**, Fort Worth, Texas  
*Bachelor of Arts in Strategic Communication (Ad/PR)*  
*Minor: Spanish*  
GPA: 3.01

May 2014

## RELEVANT EXPERIENCE

### Student, Full-Stack Web Development

*University of Minnesota*, Minneapolis, Minnesota

November 2019 – Present

### AdOps Specialist

*Multiview*, Irving, Texas

March 2018 – April 2019

- 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

*Automatic Data Processing (ADP)*, Bloomington, Minnesota

November 2016 – March 2018

- 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

### Region Coordinator

*Novus Media*, Plymouth, Minnesota

December 2015 – October 2016

- Provide customer service for over 450 publications in the central and southern regions of the U.S.
- Oversee the delivery, approval, and processing of over 300 insertion orders per day
- Provided support with training, account set up, and tech support for 220 publications, resulting in 100% client retention

## SKILLS

Account Management	Content Marketing	SEO/PPM
Adobe Dreamweaver, Photoshop	CPM	Social Media Marketing
Analytics	Customer Service	Spanish
Campaign Development	Full Stack Development	Polish