**EDUCATION**

**Texas Christian University**,Fort Worth, Texas

*Bachelor of Arts* *in Strategic Communication (Ad/PR)* May 2014

*Minor: Spanish*

GPA: 3.01

**RELEVANT EXPERIENCE**

**AdOps Specialist** March 2018 - Present

*Multiview*, Irving, Texas

* 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** November 2016 – March 2018

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

* 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

* Act as liaison between Client Services team and publications
* 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 for the online accounts of 220 publications in the areas of training, account set up, and tech support, resulting in 100% client retention
* Collaborate among five departments to develop creative solutions

**Product Marketing Manager/Content Marketer**

*Century Interactive*, Dallas, Texas March 2015 – December 2015

* Designed, created and implemented marketing campaigns to increase sign-ups and grow company revenue, resulting in one successful sign-up
* Marketed the Service Hook platform to over 15 different home service industries, including lawn care, pest control, etc.
* Collaborated with Sales and Creative Teams to build four unique campaigns for Service Hook platform
* Drafted, edited and analyzed emails for campaigns via Hubspot, including open and click-through rates, with an average 34% open rate.

**SKILLS**

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| Adobe Dreamweaver, Photoshop | CPM | Social Media Marketing |
| SEO | Content Marketing | Spanish |
| CTR | Account Management | Elementary Polish |
| Campaign Development | Analytics | Customer Service |