**Jorge L. Jimenez (George)**

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**Nationality:** American

**Languages:** English (Native) & Thai (Intermediate Oral)

**Objective:** To obtain a position as a **Digital Marketing Director.**

**Professional Highlights**

• Research key target markets and identify potential opportunities to engage customers.

• Analyze content performance across channels, test, learn and continuously improve.

• Create steady flow of unique articles, blog post and marketing material.

• Problem solving, analytical, communication and presentation skills.

* Perform competitive market analysis and build campaigns to enhance position.
* Develop close working relationships with executive management.
* Recommend marketing strategies based on trends and forecasts.

• Curate the most relevant content for social media channels.

• Strong ability to prioritize, multi-task, and work effectively with minimal supervision.

* Proficiency with Photoshop, Wordpress, CRM and knowledge of HTML.

• Results-oriented with a strong business acumen and entrepreneurial mindset.

**Education:** Houston Baptist University Houston, Texas

Bachelor of Business Administration

**Major: Finance Minor: Management**

**Experience:**

Top Funded (Tech Startup Blog) Bangkok, Thailand

**Founder / Content Creator/ Digital Marketing** June 2015 - Present

Perform market research, CEO interviews, write tech and mobile insights and interpret trends in the marketplace. Create digital content and distribute across social media channels. Analyze startup business model, products and marketing strategy. Search for technology investment opportunities, evaluate startups, attend networking events, expos and functions to meet new startups and build relationships.

ESL Education Co., Ltd. (B2B/B2C Training) Bangkok, Thailand

**Managing Director/ Digital Marketing**  May 2011 – March 2016

Manage the daily operations of the company. Present business communication products to SME HR Managers. Create monthly email, newsletter and retargeting marketing campaigns to attract business. Interview, hire, train, and coach staff as needed. Prepare proposals, training schedules and recruit trainers for courses. Direct team and provide solutions for day to day challenges. Manage a portfolio of schools and companies. Always ensure clients receive the highest level of customer service.

Remedios Varo Art (B2B/ B2C Ecommerce) Bangkok, Thailand

**Founder/ Digital Marketing**  May 2005 – May 2009

Build and manage all aspects of website .Responsible for inbound traffic, site layout, merchandising, conversions, and operations. Plan for ad budget, keyword selection, and bid optimization using Google analytics. Analyze and track digital marketing campaigns. Manage drop ship vendors by quality and lead time. Manage and update pricing to reflect market prices. Work with vendors on dates and identify issues with paintings that may cause slow turnaround and poor feedback. Quality inspection of art prior to shipment to ensure customer satisfaction. Able to handle customer requirements on special orders, complaints and solve problems.

Galeria Arte Las Americas LLC – Art Broker (B2C Luxury Retail) Houston, Texas

**CEO/Digital Marketing**  July 2003 - May 2005

Build and manage all aspects of website .Responsible for inbound traffic, site layout, merchandising, conversions, and operations. Plan for ad budget, keyword selection, and bid optimization using Google analytics. Analyze and track digital marketing campaigns. Manage the general administration, marketing, developing relationships with clients, assessing and electing artworks. Organize and supervise monthly art exhibits, negotiate with curators from other art galleries. Implement marketing strategies to increase sales, organize and promote art exhibits. Manage print, TV, and online advertising budget. Collaborate with PR Manager and sales staff to launch campaigns.

JLJ Capital Management (Investment Management) Houston, Texas

**Equity Trader/Equity Analyst** June 2001 - June 2003

Analyze and research company’s quarterly performance, study macro and micro economic global outlook, up to date on central bank economic policy. Read daily business and financial news to keep up with possible market trends. Trade Nasdaq on proprietary trading software in a team work environment for a proprietary trading shop. Extensive market research, momentum, swing and scalp trading using technical analysis, S&P futures tick chart and real time indicators. Series 65

Online Trading Academy (B2C Financial Services, SaaS) Irvine, California

**Sales and Marketing Manager** October 1997- May 2001

Report sales and marketing updates to CEO on a regular basis. Perform weekly investment education seminars, daily walk-in presentations of proprietary trading software in an educational environment. Sell professional trading software and course to prospective customers. Accomplish marketing and sales objectives by planning, developing, and implementing plan of action. Evaluate advertising, merchandising, and trade promotion programs for maximum exposure. Upsell to existing customers advanced products and services. B2C direct selling to customer via telephone, walk-ins, seminars, and trade shows. Manage a marketing budget for TV, radio, and newspaper.

**Courses:**

**Web Authoring, HTML, Digital Imaging I, Programming Fundamentals I, 3D Modeling and Rendering I, 2D Animation I, Java for Beginner, Web Page Design I, and 2D Animation II**