



# Herica De Casas

## GROWTH MARKETER

### CONTACT

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Los Angeles County : Location  
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### OBJECTIVE

Empowering your business by increasing the retention rate and building new funnels for user acquisition with SEO, SEM, and Social Media Marketing. I work for sustainable, eco-friendly, & slow-fashion brands.

## EDUCATION

### ONDELTA

#### *Growth Marketing*

*Remote 2020*

User Retention & Acquisition  
Content Creation & A/B Testing  
Paid Ads & Landing Page  
Code: Site Building  
Data Analysis

### PASADENA CITY COLLEGE

#### *AA Social Behavioral Sciences*

*Pasadena 2016*

### ART CENTER AT NIGHT

#### *Two Photography Scholarships*

*Pasadena 2013*

## TECHNICAL SKILLS

- Languages : English Spanish
- Code : HTML, CSS, JS, SQL
- Google Ads & Analytics
- FB Business Manager
- Building Landing Pages
- Wordpress Page Builder
- Unbounce
- A/B Testing
- Mailchimp
- Zapier
- Github
- Ahrefs
- SMM
- SEM
- SEO

## SOFT SKILLS

- Flexible
- Optimistic Team Player
- Creative Solutions Seeker
- Works Well Under Pressure

## WORK EXPERIENCE

### MARKETING APPRENTICE THE VENEKA 2020

#### *Marketing Project 1: Blog Launch with SEO Strategy*

Researched & Developed list of 55 Keywords & Phrases for SEO  
Researched Competitor Article Rankings to Navigate Article Topics  
Curated 8 Shopify Blog Apps to Flexability in Blog Design  
Draft Article Outlines for robust 2500 word Articles  
Curating a Content Calendar that Aligns with Social Media Calendar

#### *Marketing Project 2: E-Mail Market Funneling*

Develop an Onboarding Process and E-Mail Retention Strategy  
Measure E-Mail Marketing Success Rates

### PARK SUPERVISOR GRPC 2018 - 2019

Responsible for safe guest intake with volume between 100-800 individuals  
Managed guest support in both English and Spanish  
Coordinated communication between guests, rangers, and management for red flags (ie. local fires, air quality safety, extreme weather conditions, citizen threats)  
Actively screened local environment at all times for safety red flags, decreasing the local risk about ~20%

### GREENHOUSE ASSISTANT VALLEY VERDE 2017 - 2019

Cultivated 40~200 seedlings of 4~8 variations for Physical + Online Retail and for the Gardening Education Program distribution.  
Increased greenhouse growth efficiency by ~30% with gardening techniques, facility repairs, and new tech installations.  
Experimented with inventory tracking systems for hundreds of greenhouse plants improving the latest tracking process by ~19%  
Installed these site-wide systems to ease operations:  
Finca (garden) map, program google forms, security cameras, an online SDS

### OPERATIONS MANAGEMENT SUPERVISOR UPS 2017 - 2018

Supervised warehouse & field tracking operations in fast paced environment.  
Secured daily programs- diad boards, maps, pick up tags, high value and special services were ready for regular operations before team clock in.  
Communicated amongst loaders, drivers, and center managers to resolve apx. 8~20 customer concerns daily. Successfully resolving ~95% of concerns.  
Managed B2C relations by listening, resolving, & following up with customers & managers.