



# Herica De Casas

## CONTACT

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## GROWTH MARKETER

## OBJECTIVE

I'm here to increase retention, conversion, and build new user acquisition funnels for ethical, sustainable, & eco-friendly brands using strategies in SEO, SMO, and SMM.

## WORK EXPERIENCE

### EDUCATION

#### ONDELTA

##### Growth Marketing

Remote 2020

#### 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

User Retention & Acquisition

Content Creation & Calendar

Building Landing Pages

Google Ads & Analytics

FB Business Manager

Data Analysis

A/B Testing

Mailchimp

Zapier

Github

Ahrefs

SEO, SEM, & SMM

### SOFT SKILLS

Flexible

Team Player

Creative Solutions Seeker

Works Well Under Pressure

#### 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 Flexibility 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 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.