



# Herica De Casas

## GROWTH MARKETER

### OBJECTIVE

***A Growth Marketer who is passionate about sustainability, eco-friendly, and slow fashions- My objective is to empower your business with my skills in expanding our community market with SEO, SEM, and Organic Social Media Marketing.***

### CONTACT

Phone: (626) 905-1529

E-mail: [Herica.DeCasas@gmail.com](mailto:Herica.DeCasas@gmail.com)

Located: Los Angeles County

Website: [eddiecah.github.io](http://eddiecah.github.io)

### QUALIFICATIONS

#### ONDELTA MARKETING PROGRAM

*Remote 2020*

- User Psychology in Retention & Acquisition
- Building, A/B Testing, and Analysis of:  
Paid Ads & Landing Pages
- Code: Website Building

### TECHNICAL SKILLS

- Language : English Spanish
- Code : HTML, CSS, JS, SQL
- Building Landing Pages
- Google Ads & Analytics
- FB Business Manager
- A/B Testing
- SEO
- SEM

### WORK EXPERIENCE

#### MARKETING APPRENTICE *Veneka 8/2020 - Current*

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

- Developed list of 55 Keywords & Phrases
- Competitor Rankings & Articles Research
- Curated 8 Shopify Blog Apps to Flexability in Blog Design
- Drafted an Outline for a robust 2500 word Article

#### PARK SUPERVISOR *Guadalupe River Park Conservancy '18 - '19*

- Responsible for maintaining safe guest intake on a daily basis with volume ranging between 100-800 individuals
- Managed guest support in both English and Spanish
- Coordinated communication between guests, park rangers, and management for red flags (e.g. local fire hazards, 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 site-wide systems to ease operations:  
Finca (garden) map, program google forms, security cameras, an online SDS

## PLATFORM KNOWLEDGE

- Ahrefs
- Github
- Unbounce
- Wordpress Page Builder
- Asana Project Management
- Trello
- Mailchimp
- Zapier
- Social Media:
  - Facebook, Instagram,
  - Pinterest, Twitter, Youtube

## CERTIFICATIONS

### ONDELTA

*Growth Marketing*

### PASADENA CITY COLLEGE

*AA Human Behavioral Science*

## OPERATIONS MANAGEMENT SUPERVISOR

United Parcel Service 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 outstanding B2C relations by listening, problem solving, and following up with our customers and responsible managers.

## UNIVERSAL STUDIOS RIDE OPERATOR

NBC Universal Studios Hollywood 2014 - 2015

- Greeted and actively assisted guests in English and Spanish.
- Kindly & Quickly distributed guests onto Simpson's ride:
  - Reckognised by management for my outstanding ability in maximizing seating efficiancy and keep guests extremely happy with our service.
- Performed "Spiels" to entertain and inform guests of safety rules and procedures, assuring all guests are loaded safely onto and off of the ride.
- Improvised problem solving and effectively communicated with team.
- Maintained high levels of security for guests.

## CHARACTER REFERENCES

### Clara Zou

Professor & Mentor  
OnDelta Growth Marketing  
Email: [clara@ondelta.io](mailto:clara@ondelta.io)

### Mehak V

CEO & Founder of OnDelta  
OnDelta Growth Marketing  
Email: [mehak@ondelta.io](mailto:mehak@ondelta.io)

### Claudia Diamani

Valley Verde Greenhouse Manager  
Email: [claudia@valleyverde.org](mailto:claudia@valleyverde.org)