

Mariajose Roman

Digital Marketing Specialist

Tustin, CA

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Professional Summary

Digital marketing professional with over 3 years of experience in content creation, SEO/SEM strategy, and paid/organic social media campaigns. Passionate about delivering measurable results and going the extra mile to enhance brand visibility and drive audience engagement through strategic digital efforts

Skills

- **Content Management Systems (CMS):** Experienced in managing websites and content through WordPress and Salesforce.
- **Project Management:** Proficient in Asana for organizing tasks, tracking progress, and streamlining workflows.
- **Design & Creative Tools:** Skilled in Canva, Photoshop, InDesign, Figma, and Lightroom for content creation and graphic design.
- **Microsoft Office Suite:** Proficient in Word, Excel, and PowerPoint for documentation, data analysis, and presentations.
- **Google Workspace:** Experienced in using Sheets, Docs, Slides, and Presentations for collaboration and productivity.
- **Social Media Management:** Experienced with Meta Business Suite for scheduling, analytics, and campaign optimization.
- **SEO & Analytics:** Advanced knowledge of SEMrush, Ahrefs, Google Search Console, and Google Analytics for data-driven digital marketing strategies.
- **Customer Relationship Management (CRM):** Experienced in utilizing eLeads for lead tracking and customer engagement.

Experience

Car Media Group/Digital Marketing Specialist

November 2021 - Present, Irvine, CA

At Car Media Group, I specialize in SEO, monitoring and analyzing search engine performance to improve visibility, optimize website content, and implement keyword strategies using tools like SEMrush and Google Analytics. Additionally, I develop social media strategies, manage content calendars, and produce tailored content to effectively engage diverse audiences. I lead project execution, boosting social media engagement by 80% within a month and increasing website visits from 5 to 15–20 weekly through strategic content creation and targeted campaigns. My responsibilities include designing and executing email marketing campaigns, managing CRM platforms, and overseeing Google Business Profiles to ensure online accuracy and enhance brand presence

Habana Restaurant / Server

March 2020 - December 2024, Costa Mesa, CA

As a server at Habana Restaurant, I provide exceptional dining experiences to guests from all walks of life. I am dedicated to delivering top-tier customer service by ensuring every guest feels valued and welcomed. I continuously refine my customer service skills, adapting to diverse situations and preferences to create memorable interactions. By maintaining a friendly and efficient approach, I contribute to the restaurant's vibrant atmosphere and uphold its reputation for excellent service.

Kristie Creative / Digital Marketing

March 2022 - Freelance, Riverside, CA

As a freelance digital marketing specialist, I provide comprehensive services in digital strategy, including email marketing campaigns, social media management, and advanced SEO optimization. I develop and execute data-driven strategies to enhance online visibility, engage target audiences, and drive conversions. My expertise includes crafting compelling content, managing paid and organic social media campaigns, analyzing performance metrics, and implementing SEO best practices to achieve measurable results

Education

Orange Coast College / AS Business Administration

August 2016 - August 2019, Costa Mesa, CA

California State University Of Fullerton / BA Economics

January 2020 - March 2022, Fullerton, CA

References

Maria Amato

COO at Car Media Group

maria@carmediagroup.com

Shina Fouladi

General Manager at Habana Restaurant

shina@habanacostamesa.com

Sandra Choi

Digital Marketing Specialist Car Media Group

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Kristie Real

COO at Kristie Creative

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