



SANTA ANA WHEEL

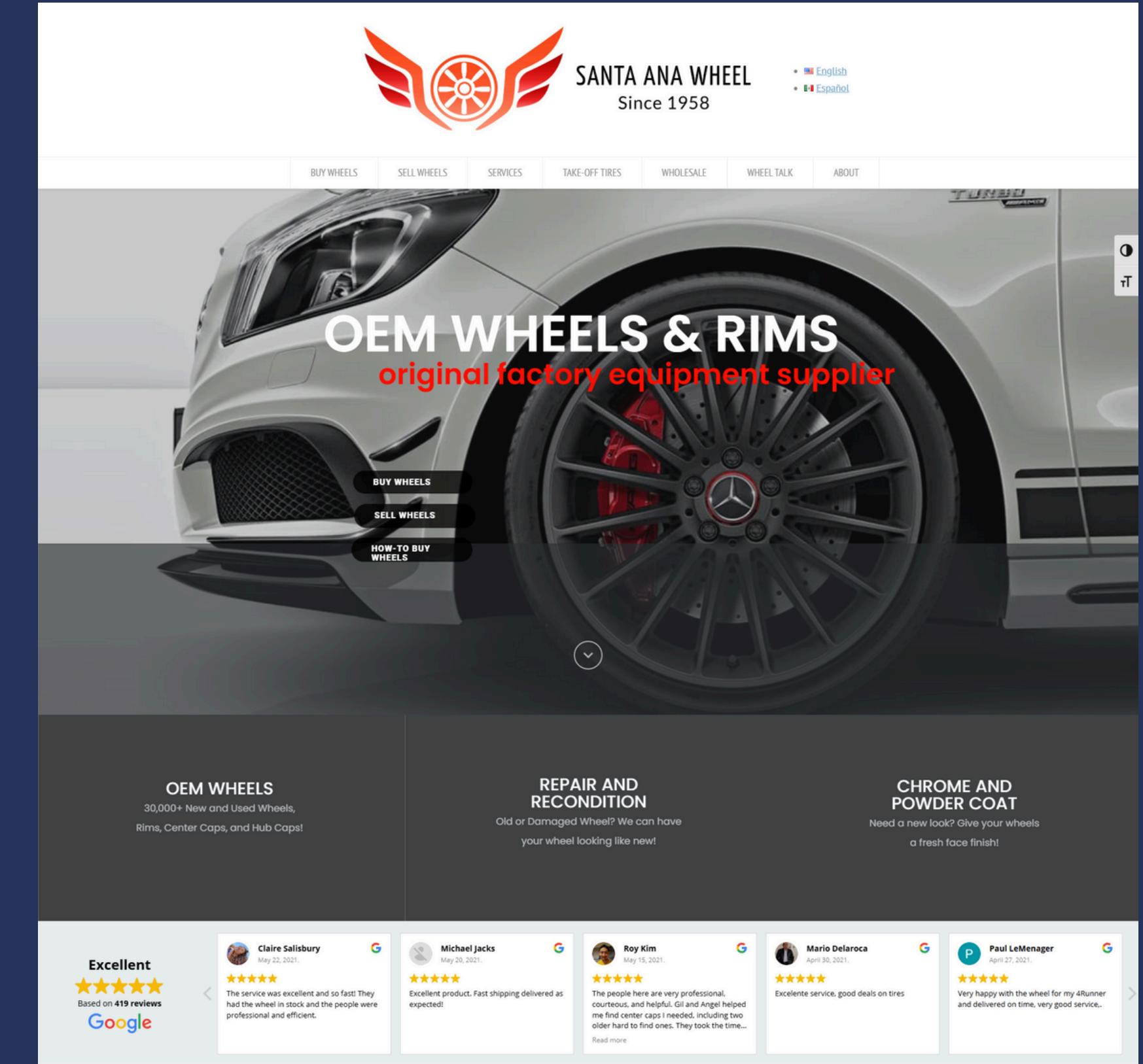
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Marketing Coordinator
October 2018–February 2020

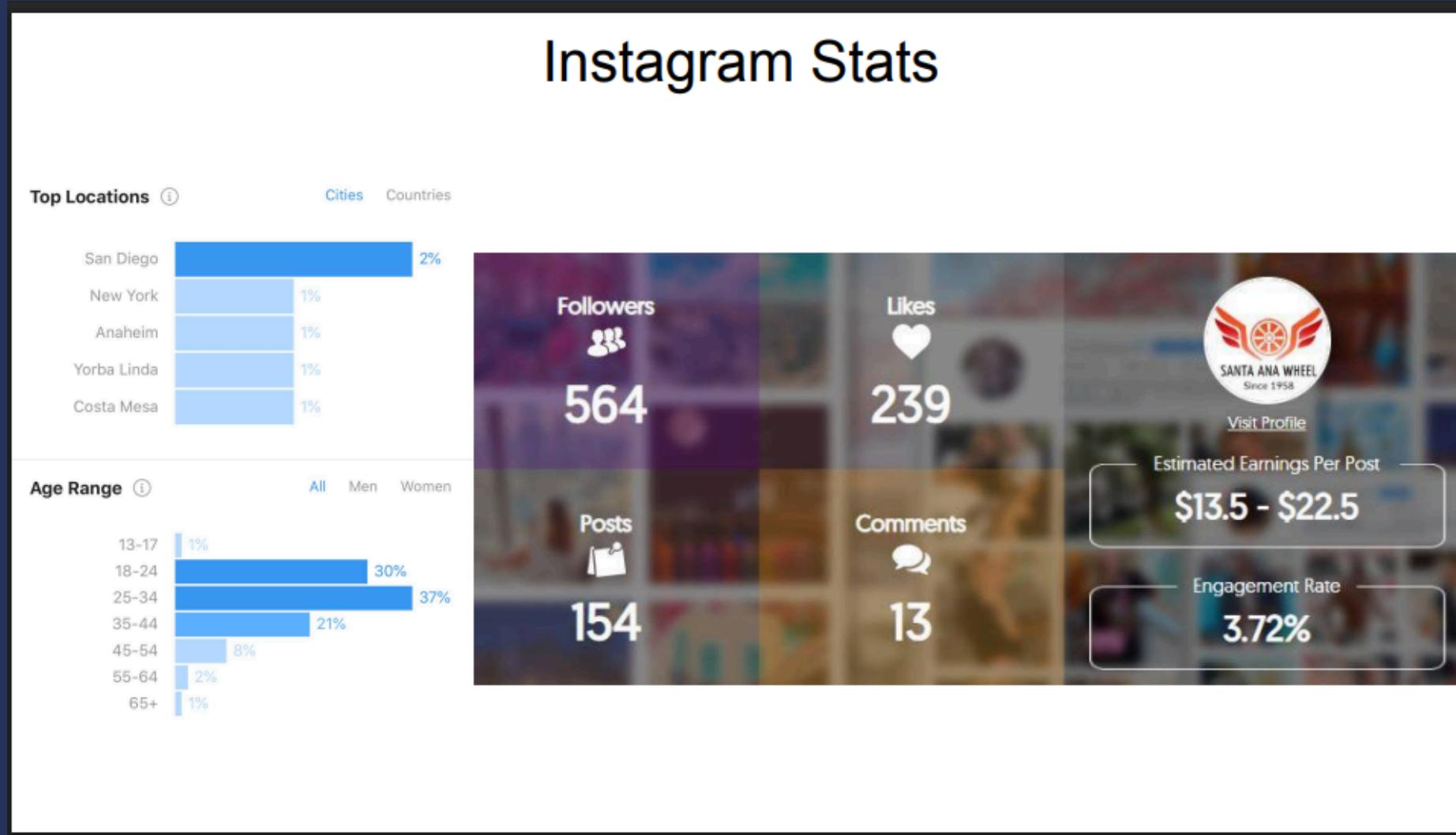


Jesus Delgado

OVERVIEW

Santa Ana Wheel is an automotive wheel retailer where I managed marketing, branding, and e-commerce. I worked on social media, product listings, and in-store marketing to improve brand visibility and sales. Additionally, I optimized the company's website for better performance, search rankings, and user experience, helping drive more traffic and conversions.





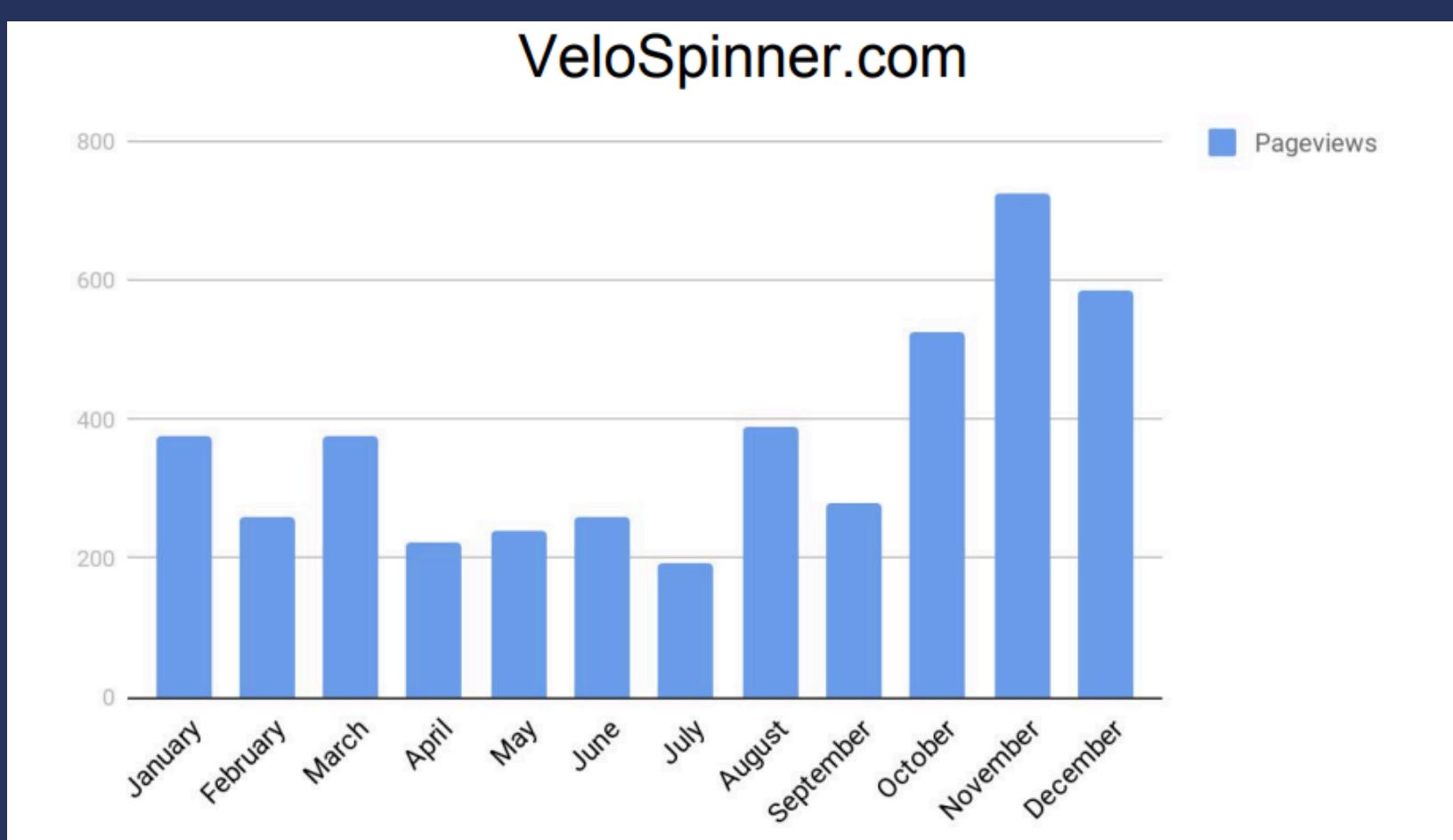
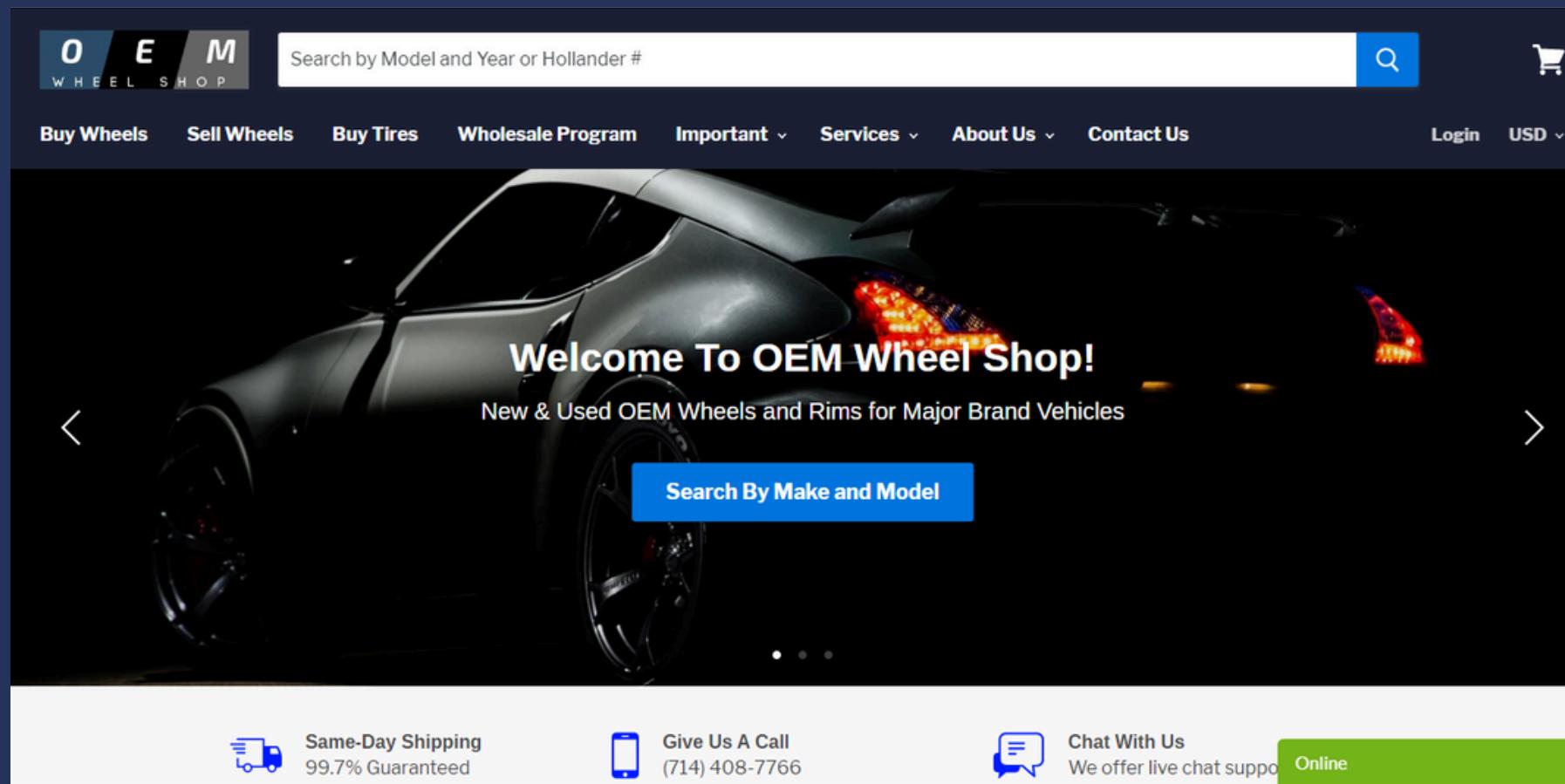
Social Media & Content Marketing

- Managed and expanded Instagram, Facebook, and company blog, leading to a 75% increase in website engagement.
- Created and optimized website, email, and YouTube content, strengthening brand awareness and digital presence.
- Built and maintained a consistent social media strategy, improving engagement with the target audience.

E-Commerce Optimization & Digital Strategy

- Developed and enhanced product listings across multiple platforms, increasing conversion rates by 20%.
- Measured and analyzed marketing campaign performance, using data-driven insights to optimize ROI.
- Implemented SEO strategies, refining site structure, keywords, and metadata to boost search rankings.



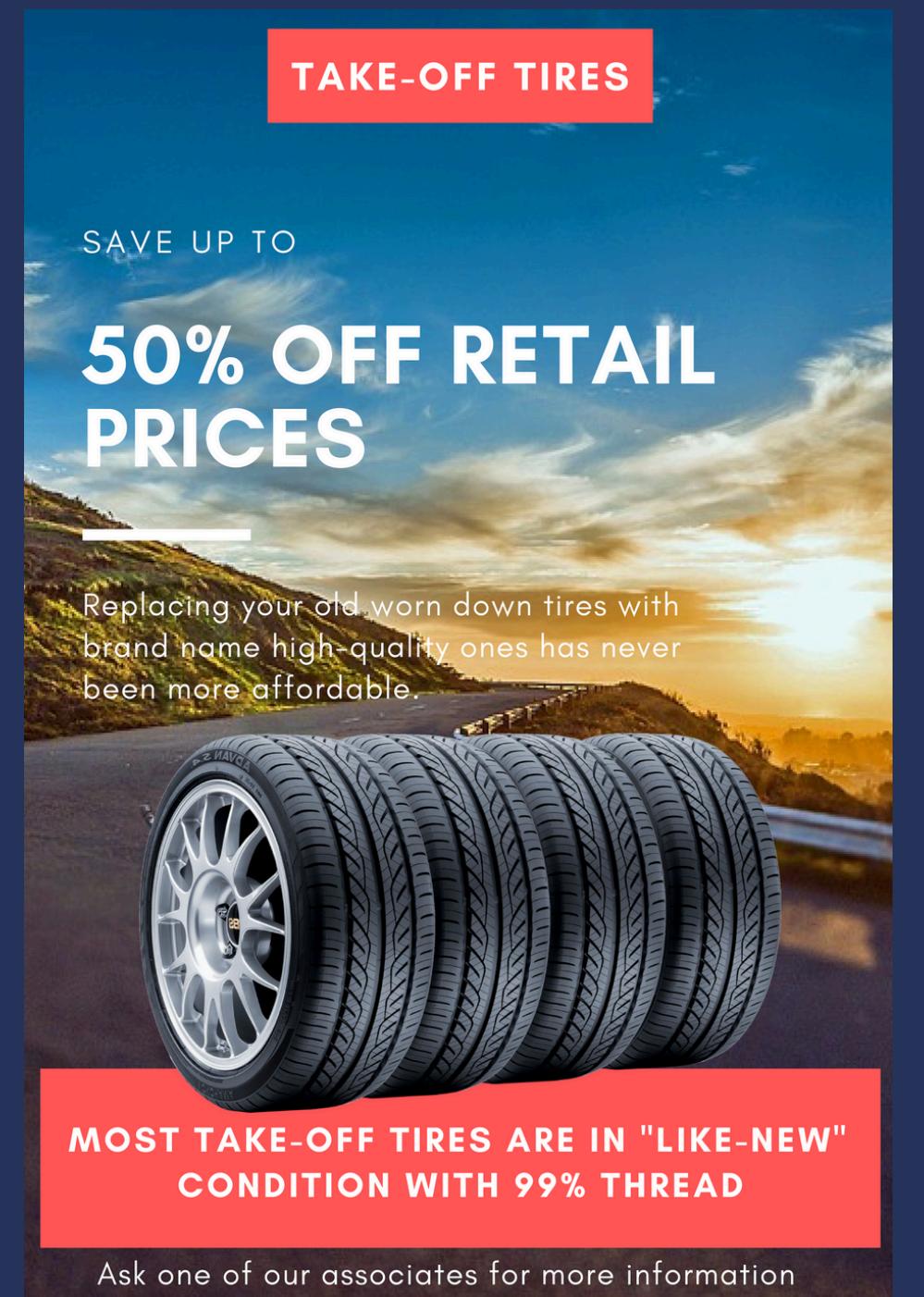


Branding & Website Development

- Managed backend website access, implementing SEO, link-building strategies, and performance optimizations.
- Provided insights and assistance on branding and website improvements for the company's other businesses.
- Conducted keyword research and integrated high-performing search terms to enhance organic visibility.
- Implemented metadata and structured data to improve search engine indexing and ranking.

In-Store Customer Experience

- Created and deployed posters, signage, and pamphlets, improving customer interaction in-store.
- Designed marketing materials that aligned with the brand's digital and physical presence, ensuring a seamless experience.



HOW'RE WE DOING?

REVIEW US ON



AND

SPIN THE WHEEL!



CONCLUSION

Working at Santa Ana Wheel gave me valuable experience in digital marketing, branding, and website optimization. I learned how to improve customer engagement through social media, enhance e-commerce performance with SEO and product optimization, and create a seamless connection between online and in-store marketing. Additionally, providing insights for the company's other businesses strengthened my ability to analyze branding strategies across multiple ventures. This experience helped refine my skills in marketing strategy, web development, and business growth, which I look forward to applying in future opportunities.