

Kelli Trexel

Farmington, ME | kellitrexel@gmail.com | [linkedin.com/in/kellitrexel](https://www.linkedin.com/in/kellitrexel)

Professional Summary

Marketing professional with a B.S. in Business Administration and hands-on experience analyzing and optimizing digital campaigns across SEO, Google Ads, lifecycle email, and HubSpot CRM. Proven success in driving lead generation, streamlining workflows, and improving marketing KPIs through data-backed strategy and automation. Currently pursuing an M.S. in Marketing Analytics to further develop technical and analytical capabilities. Seeking a fully remote role in marketing analytics or operations where strategy and execution are grounded in data.

Technical Skills & Tools

Marketing Platforms: Google Ads, Google Analytics 4, HubSpot CRM, Meta Ads

Data & Reporting: Microsoft Excel (PivotTables, VLOOKUP, Dashboards), Google Analytics Reporting

Automation & CMS: HubSpot Workflows, WordPress, Webflow

Other Tools: Canva, Figma, Microsoft Office Suite, Conversational Spanish

Certifications

- Google Analytics 4 – Google (2025)
- Google Digital Marketing & E-Commerce – Google (2025)
- HubSpot Content Marketing – HubSpot Academy (2025)
- Google Ads Search Certification – Google (2025)

Professional Experience

PATCH Digital Marketing

Digital Marketing Analyst/Strategist

Feb 2025 – Present

- Managed marketing strategy for 35+ healthcare clients, improving lead generation performance through SEO, Google Ads, and lifecycle email.
- Designed and deployed scalable HubSpot workflows, improving email engagement rates and reducing manual campaign work.
- Built a custom ChatGPT bot to streamline Google Ads keyword QA, improving review speed and accuracy.
- Performed audits across Google Ads, Meta Ads, and HubSpot to identify data quality issues and implement QA processes.
- Supported campaign testing with SEO content briefs and ad copy variants aligned to CPL and traffic goals.
- Collaborated with cross-functional teams (dev, design, paid media) to optimize conversion funnels and campaign timelines.

Freelance Brand & Marketing Strategy

Marketing Consultant / Content Creator

2021 – 2024

- Grew personal brand to 75K+ Instagram and 950K+ TikTok followers through lifestyle-focused content and targeted engagement.
- Secured and managed affiliate partnerships (RAWGEAR, Misfits Health), tracking content performance to optimize revenue.
- Balanced content planning, audience management, and sales messaging to maintain high retention and conversion across channels.

Education

Western Governors University

Master of Science in Marketing Analytics (In Progress)

San Diego State University

Bachelor of Science in Business Administration, Cum Laude

AACSB Accredited | Dean's List Multiple Semesters

Honors & Awards

- Cum Laude Graduate - SDSU
- Dean's List – SDSU