KEVIN REYES

CONTACT

510-381-1275

kev.andrew.reyes@gmail.com

PROFILE

I am an experienced digital marketer/project manager professional seeking a full time position in the digital content space

SKILLS

- HTML5, CSS3, JavaScript
- Node.js, React.js
- MySQL, MongoDB
- GitHub, Heroku
- Adobe Creative Suite
- Microsoft Office
- Google Analytics
- Various ESPs (SFMC, Klaviyo, Mailchimp)
- Tableau

EXPERIENCE

MARKETING SPECIALIST

WINE ACCESS | AUG 2018 - NOV 2019

- Operated Daily Offer email channel and executed on up to 8 emails per day within ExactTarget and Klaviyo.
- Recorded email campaign and sales data, streamlining analysis procedures for efficiency and accuracy.

EMAIL MARKETING COORDINATOR

CHOWNOW | SEPT 2017 - AUG 2018

- Managed the production, testing, deployment of emails for B2B & consumer email channels.
- Responsible for data aggregation and reporting for national program totaling 700k+ subscribers, providing insights and analysis to management team.

MARKETING ASSOCIATE

KERMIT LYNCH WINE MERCHANT | SEPT 2015 - SEPT 2017

- Strategized, managed, and reported on all digital content and reporting for all three of KLWM's websites averaging 800,000 annual visits.
- Forecasted and planned email offers and managed e-com inventory of online store totaling 150+ skus.

EDUCATION

BACHELOR OF ARTS, POLITICAL SCIENCE

UNIVERSITY OF SAN FRANCISCO
2013

CERTIFICATE, SOFTWARE ENGINEERING

UNIVERSITY OF CALIFORNIA, LOS ANGELES
2020

CERTIFICATE, DATA ANALYTICS

GENERAL ASSEMBLY
2019