

Mychal Olguin

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[Portfolio](#) | [LinkedIn](#)

SUMMARY

Analytical digital marketer with hands-on experience supporting paid media performance across Meta platforms. Strong background in campaign optimization, sales data analysis, and Excel-based reporting. Experienced partnering with internal teams to translate performance insights into clear, actionable recommendations that support advertiser and business goals.

EXPERIENCE

Cornerstone Capital Consulting Property Management

Dallas, TX

Marketing Director

October 2024-Present

- Supported paid media performance across Meta (Facebook & Instagram) for a multi-family portfolio by monitoring pacing, spend, and conversion trends against lead and leasing KPIs.
- Analyzed campaign performance data daily using Excel dashboards to identify optimization opportunities, improve lead quality, and reduce cost per lead.
- Partnered closely with internal teams to share performance insights, explain trends, and recommend data-informed adjustments to targeting, budget allocation, and messaging.
- Consolidated reporting across paid social, paid search, and web analytics to support leadership decision-making and quarterly planning.

Brownsville, TX

Marketing Manager

May 2023-October 2024

- Executed and optimized always-on digital campaigns across paid social and search, increasing engagement and inbound leads across multiple locations.
- Monitored campaign metrics including impressions, CTR, CPL, and conversions, adjusting strategy based on performance trends.
- Built SEO-optimized web pages and tracked traffic and lead performance using analytics tools to improve discovery and conversion.
- Supported local search performance through Google Business Profile optimization and review strategy, improving high intent visibility.

Is This Real Production

South TX

Creative Director

February 2022-February 2024

- Produced and optimized multimedia assets for digital campaigns across social and web.
- Partnered with clients to align creative execution with performance goals and campaign metrics.

EDUCATION

Master of Science in Marketing

Expected August 2026

The University of Texas Rio Grande Valley

Bachelor of Arts in Communication

The University of Texas San Antonio

CERTIFICATIONS

Google Search/Shopping | HubSpot Social Media | Adobe Premier/Photoshop | Meta Certified Media Buying Professional

SKILLS

Strategy & Analytics: SEO/SEM/GEO, HTML, CPL/CPC, Meta Ads, UTM Tracking, Campaign Optimization

Creative Tools: Adobe Photoshop, Adobe Premiere Pro, Canva, Gemini, Chat GPT

Platforms: Meta Ads Manager, Google Ads Manager, Google Analytics, Meta Business Suite, Tableau, Excel

Execution: Social Media Campaigns, Content Development, Paid Social, Paid Search, Website Management