

# 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