

TRISTEN HOGUE

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MEDIA ACCOUNT MANAGER

HTML CSS JavaScript SQL Grafana Periscope XML JSON YAML Python C# Java	Account Management & Support Search Engine Optimization (SEO) Customer Relationship Management (CRM) Customer Service Excellence	Pay-Per-Click (PPC) Microsoft Office WordPress Windows Unix Linux Google Ads Facebook Ads
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PROFESSIONAL EXPERIENCE

Enterprise Technical Implementation Specialist II

June 2019 to Present

ZipRecruiter
Tempe, AZ

- Partner with Account Managers to orchestrate the implementation of complex integrations with Applicant Tracking systems
- Manipulate XML and JSON feeds for use on internal systems using Feedonomics
- Responsible for the accurate and timely launch of new paid media campaigns
- Use all resources available to solve complex and urgent technical issues
- Frequently evaluated on metrics such as time to launch, QA issue percentages, and efficiency.

Paid Media Account Manager Supervisor

Nov 2017 to June 2019

BizIQ
Phoenix, AZ

- ❖ **Spearheaded the implementation of new protocols** and an enhanced quality assurance process.
- ❖ **Reduced cancellation rates by 10%** within the first 90 days of being promoted to supervisor.
- Reported to Director of Marketing and company owners; supervised paid Media Account Managers.
- Facilitated the optimization of Google, Facebook, and Bing Ads campaigns alongside team members, other paid search solutions and the management of social media campaigns.
- Responsible for onboarding new clients, following up regularly, and retaining existing account revenue.
- Established weekly, monthly, and quarterly objectives with the goal of long term department growth.
- Frequently evaluated on metrics such as cancel rates, QA issue percentages, and follow-up reach percentages.

Tier 1 Mac+ Advisor

Mar 2017 to November 2017

Kelly Services Global - Applecare
Mesa, AZ

- ❖ **Quickly promoted to Tier 1 Mac+ Advisor** from an iOS Advisor within a three-month period.
- ❖ **Recognized with a Best Call Quality Award** for outstanding customer service.
- Provided full-range support and troubleshooting for all Macintosh products and Apple mobile devices.
- Strengthened customer service skills, problem solving, and conflict resolution over the phone.
- Performance was routinely audited based on call length, call quality, and escalation percentage.

Team Lead

May 2016 to Feb 2017

ProctorU
Chandler, AZ

- ❖ **Promoted to "Blue Shirt" Proctor within two months;** tasked with more advanced institutions and exams.

- Initially hired as a regular proctor that would proctor exams for simple schools and institutions.
- Developed proficiency with navigating customers through complex, multi-step processes.
- Left this position in February 2017 when The ProctorU location in Chandler, Arizona permanently closed.

Server

Feb 2014 to May 2016

Applebees

Mesa, AZ

- Greeted guests and provided warm, genuine customer service.
- Described service offerings, menu items, and answered questions.
- Maintained safe and sanitary work standards at all times.
- Ensured order accuracy and the timely arrival of food and drink orders.

EDUCATION & TRAINING

Associate Degree in Computer Science

Mesa Community College | Mesa, AZ | Jan 2016

Google AdWords Certification | Mar 2020 to Mar 2021

Google Analytics Certification | Jan 2020 to May 2021