

# Jasmine Rodriguez

Digital Marketing Strategist | Content Creator | Brand Storyteller

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## Professional Profile

Creative and data-driven marketing professional with 6 years of experience developing integrated digital campaigns. Specialized in social media strategy, content creation, and brand development. Proven track record of increasing engagement rates and driving revenue growth through innovative marketing initiatives.

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## Core Competencies

- **Digital Marketing:** SEO/SEM, Email Marketing, Content Strategy, Analytics
  - **Social Media:** Instagram, TikTok, LinkedIn, Twitter, Facebook, Pinterest
  - **Tools:** Google Analytics, Hootsuite, Canva, Adobe Creative Cloud, HubSpot
  - **Skills:** Brand Development, Campaign Management, Market Research, A/B Testing
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## Career Progression

**Senior Marketing Manager | Bloom & Grow Agency | Denver, CO 2021 - Present**

- Lead social media strategy for 12+ client accounts across beauty and lifestyle sectors
- Increased average client engagement rates by 85% through data-driven content optimization
- Manage \$500K+ annual marketing budget with average ROI of 320%

- Supervise team of 4 junior marketers and content creators
- Develop comprehensive brand guidelines and voice for new product launches

**Marketing Specialist | Mountain View Outdoor Gear | Boulder, CO**

*2018 - 2021*

- Executed multi-channel marketing campaigns resulting in 45% revenue growth
- Grew social media following from 10K to 150K+ across platforms in 2 years
- Launched successful influencer partnership program with 50+ creators
- Managed email marketing campaigns with 35% average open rate

**Marketing Coordinator | Denver Tech Startups Inc. | Denver, CO 2017 - 2018**

- Assisted in development and execution of digital marketing strategies
- Created weekly content calendar and social media posts
- Conducted market research and competitive analysis

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## Key Achievements

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- *2023 Digital Marketing Awards* - Best Social Media Campaign (Regional)
- Increased organic traffic by 200% for major client through SEO optimization
- Generated \$2M+ in direct sales through targeted social media advertising
- Developed viral TikTok campaign reaching 5M+ views and 100K+ engagements

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## Education & Development

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**MBA in Marketing | University of Colorado Boulder | 2019-2021**

**Bachelor of Arts in Communications | University of Denver | 2013-2017**

**Certifications:**

- Google Analytics Certification
  - HubSpot Content Marketing Certified
  - Facebook Blueprint Certification
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## Portfolio Highlights

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### "Urban Bloom" Cosmetics Launch

- Developed complete 360° marketing campaign
- Resulted in \$1.2M in first-month sales
- 250+ press features in major publications

### "Wilderness Warriors" Outdoor Apparel

- Rebranded legacy company for Gen Z audience
  - Grew Instagram following from 5K to 75K in 6 months
  - Increased online sales by 300% year-over-year
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## Volunteer Work

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### *Marketing Director | Colorado Youth Creative Arts Program | 2020-Present*

- Provide pro-bono marketing services for non-profit organization
- Help secure \$100K+ in annual funding through grant writing and donor campaigns