

Jennifer Carmin Campos

Agile Digital Marketer
I work hard to succeed on purpose.

Work Highlights

Current

Digital Marketing Manager
Trotman Auto Group
BC, Canada

- > **Data Science:** Centralized data for all stores using a SQL DB to help key stakeholders understand digital performance and make strategic decision (data visualization)
- > **User Experience:** Improved online presence for all stores through data-driven experiences (persona's, micro-moments, and dynamic web content).
- > **Lead Optimization:** Increased and improved quality of digital leads for all stores by 40%+ through micro-moments search ads, FB ads, and dynamic web content.

2014 - 2018

Digital Freelancer
JCM Optimization
Trinidad, Canada,
US, and Barbados

- > **Massy Technologies:** Successfully produced LinkedIn content targeting C-Suite professionals.
- > **First Citizens:** Captured leads through programmatic ads.
- > **Intelisys:** Increased web engagements from a few hundred/mo. to 4K+/mo. through a/b testing initiatives.
- > **SYSPRO:** Acquired 32 warm B2B leads in a month from lead gen funnels.
- > **ptHealth:** Increased Google Ads clinic bookings by 69.5% MOM and decreased the average CPL by CA\$49 (below target of \$150).

2016 - 2017

Digital Strategist
Lonsdale Saatchi &
Saatchi
Trinidad & Tobago

- > **Award-Winning Social Media Campaign:** Produced a social media video series campaign supported by a web contest and Facebook ads.
- > **Inbound Marketing Program:** Captured over 350 ready-to-buy leads for a technology and office furniture company (white papers, LI ads, FB lead ads, email automation, and blog posts).

2011 - 2014

Digital Marketing Specialist & Brand
LG Electronics
ON, Canada

- > **Home Appliance Sales:** Increased sales at key retail stores by over 25% through online brand showcases.
- > **Segmented Email Program:** Implemented a segmentation strategy to keep subscribers engaged through personalized content.
- > **1st LG eCommerce:** Improved consumer journey experience for the out-of-warranty program through the development of an eCommerce website.

2007 - 2011

Freelancer
J.Carmin Business
ON, Canada

- > **Redefined Yoga Apparel Company:** Helped Breathe Active Wear redefine itself amongst customers from an online perspective - www.breathemat.com
- > **Investors Group & Alvana Business Consulting:** Developed online marketing strategies, web management, affiliate marketing, and creative designs.

Information

Name	Jennifer Carmin Campos
Languages	English, Spanish
Education	Udacity Intro to Programming (2019), PMP (2014), BA B.Comm (2009), Marketing Diploma (2008)
Work	11+ Years Experience Digital Marketing, Dev, Data Analytics, Email Marketing
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Digital Focus

Holistic Digital Strategies, Web Analytics/Data Analysis, Data Visualization
SEM/SEO
Google Ads/Social Ads
Digital Conversion Path (Attribution Models)
Conversion Optimization/UX
Email Marketing/Lead Gen, Automated Workflows (Emails, Dynamic Content, Chatbots)
HTML/CSS: Email Templates & Web Pages
Artificial Intelligence, Dynamic Content
Content Marketing

Software

Photoshop/Illustrator/XD, CMS (i.e. WordPress), cPanels, GTM, Google Analytics, Google Optimize, HubSpot, Ahrefs, Moz, LSI Graphs, SEMrush, Data Studio, Email Marketing Tools (i.e. Drip / MailChimp), A/B Testing Tools, BuzzSumo, Google Ads, Bing Ads, Facebook Ads, YouTube Ads, Collaboration Tools, Facebook, Instagram, LinkedIn, Youtube, SQL, Python, & many more. . .

Portfolio: JCMOptimization.com/jcc-digital/