

WORK EXPERIENCE

JUNE 2021 – FEB 2023

MANAGER WEB DEVELOPMENT & DIGITAL SERVICES (FULL-TIME)

OK Tire Stores Inc.

I was tasked with managing a website (WordPress) and eCommerce platform (Magento 2) that had been previously designed and developed by others. In order to improve the site's stability, functionality, and security, I led a team of skilled software engineers in implementing critical updates, applying necessary security patches, and establishing a new BitBucket pipeline to streamline our development process. In addition, I took on the challenge of designing a brand new oktire.com website from scratch and oversaw the successful development and launch of the site.

FEB 2022 – NOV 2022

WEB DEVELOPER (CONTRACT)

AcuityAds Inc.

I was entrusted with an incomplete WordPress website and given the mandate to enhance its web performance. My approach involved several critical steps, including the removal of unnecessary CSS, JavaScript, and plugins, optimizing core vitals, improving web security, and optimizing it for SEO. By leveraging these strategies, I was able to enhance the website's overall user experience, boost its search engine visibility, and improve its overall performance.

FEB 2021 – SEPT 2022

DIGITAL & WEB MANAGER (FULL-TIME)

Anti-Aging Medical & Laser Clinic

I leveraged technology to solve various business problems and implemented successful marketing strategies to acquire high-quality leads through well-designed funnels, supported by effective email marketing, SEO, and paid ads. Additionally, I managed the website and incorporated API integrations to enhance its functionality, while constantly optimizing web conversions to achieve our desired results.

JUNE 2018 – DEC 2020

DIGITAL & WEB MANAGER (FULL-TIME) / TIME-AWAY (JAN, 2021)

Trotman Auto Group, Weissach Group

I spearheaded all digital initiatives for 11 stores, driving quality leads for luxury brands through strategic social media advertising, SEO, and Google Ads campaigns. I established effective sales pipelines, managed the email marketing program, and led the website strategy, management, and development. My efforts were recognized with multiple awards, including CSS Design Awards for outstanding website design.

JAN 2009 – JUNE 2018

DIGITAL STRATEGIST, PRODUCT MARKETING (CONTRACTOR & FULL-TIME)

Freelancer, LG Electronics, JCM Optimization, Lonsdale Saatchi & Saatchi Ltd.

As a freelance digital marketer, I provided services to companies across Trinidad & Tobago, Barbados, the United States, and Canada. During my full-time role at **LG Electronics**, I developed my skills in SEO, website design and management, Google Ads, and email marketing. As a contracted specialist, I leveraged my expertise to support a variety of clients and deliver effective digital marketing strategies tailored to their unique needs.

PRO SKILLS

WEBSITE STRATEGY	<div style="width: 100%;"></div>	WEB DESIGN / FIGMA	<div style="width: 100%;"></div>
HTML/CSS/JS	<div style="width: 80%;"></div>	PROJECT MANAGEMENT	<div style="width: 100%;"></div>
SEO/CRO/UX	<div style="width: 100%;"></div>	QA / ANALYTICS	<div style="width: 100%;"></div>
CMS	<div style="width: 100%;"></div>	TRACK & OPTIMIZE	<div style="width: 100%;"></div>
		GTM, GA4, A/B TESTING	

AWARD-WINNING WEBSITE
ARCHITECT & DIGITAL MARKETER

JENNIFER C. CAMPOS

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[Personal Website](#)

KEY NOTES

- 10+ years experience in digital/web/SEO
- 5+ years of management experience
- 4+ years of overseeing development and implementation of web applications
- Award-winning web designer
- Award-winning digital marketer

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I am deeply passionate about all things related to the online world. I find joy in enhancing website user experiences and optimizing them for personalized journeys that effectively address business problems using the right technology. As a Web and Digital Architect, I strive for excellence in my craft, with the heart of a data scientist and the soul of a UX designer.

EDUCATION

2010 – PRESENT: ONGOING
ONGOING ONLINE EDUCATION

Frontend Development, SQL, Google Ads, GA

2008 – 2009: COMPLETED
BCOM – ENTREPRENEURIAL MANAGEMENT

Royal Roads University

2005 – 2008: COMPLETED
BUSINESS ADMINISTRATION – MARKETING

Conestoga College