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JENNIFER CARMIN CAMPOS

Agile Digital Marketer

LINKEDIN: [/in/jc-digital/](https://www.linkedin.com/in/jc-digital/)

I work hard to succeed on purpose.

OBJECTIVE

I will acquire a Digital Managerial position or remote digital marketing position with a well-established tech company/business, where I will implement digital strategies to improve conversions via dynamic and hyper-personalized web experiences.

Experience With Such Relevant Tools, But Not Limited To: Personyze, WordPress, Bootstrap, Figma, WooCommerce, ActiveCampaign, MailerLite, MailChimp, Drip, Google Optimize, Ahrefs, Moz, ScreamingFrog, Universal Google Analytics, Google Tag Manager, Google Search Control, Facebook Ads, Google Ads, LinkedIn Ads, Instagram Ads

Paid Advertising Specialist

ANTI-AGING MEDICAL & LASER CLINIC.

2021 - PRESENT (FULL-TIME)

- **Chinese New Year Promotion:** In a very short period of time (less than a month) I acquired **1 SEO lead** for the Chinese New Year promotion via a SEO and social sharing campaign, which converted into a customer, generating a **sale value of approximately \$7,000.**
- **CoolSculpting & Dermal Fillers Leads Campaign:** Acquired **75 leads** via the Facebook Ad network, those interested in CoolSculpting and Dermal Fillers, where **7 leads converted into sales.** As a result of this campaign's success and interest volume, I lead the team to create marketing funnels.
- **Landing Pages: Chinese New Year** and **Fraxel® Laser** - Designed and Developed.
- **Marketing Funnels:** Fraxel® Laser, CoolSculpting, and all other treatments.

Looking For A Flexible Remote Job: *I really needed a mental break from managing 11+ brands with limited resources, hence I landed a position with Anti-Aging. I would love to acquire a managerial/senior managerial position with a company that is organized and who will know how to utilize my wealth of digital/UX/automation experience, and where I can continue to learn, grow and teach.*

Digital Marketing Manager

WEISSACH PERFORMANCE LTD.

2019 - 2020 (FULL-TIME)

- **Leads:** Acquired more than 200 quality and promising leads for the following brands through pulsing ad campaigns supported by landing pages, automated funnels, and email marketing transactional and behavioural messages.
 - Weissach - Pre-owned Porsches, Lotus Cars, Lamborghini, Koenigsegg
- **WeChat Sales:** Generated more than CA\$85,000 in revenue from AliPay and WeChat Pay online transactions from consistent WeChat content.
- **eCRM Program:** Improved email delivery and open-rates, segmented leads and customers, created smart automations, and sales pipelines.
- **Web Strategy, Design, Front-End Development:** Awarded with best website for UI Design, UX Design, and Innovation for weissach.com.
- **Web Design, Front-End Development, eCommerce:** Designed and Developed the KoenigseggCanada.com microsite and RUFAutomobiles.com website.
- **SEO:** Increased organic traffic for all websites in a year-time: 63% for Weissach.com, 71% for LamborghiniCalgary.com, 17% for LamborghiniVancouver.com, and 54% for LotusVancouver.com.
- **Social Marketing:** Developed a social marketing strategy to grow the community and improve engagements with data-driven content themes derived from web analytics, keyword research, market analysis, and business operations.
- **Website Management & SEO:** Website security maintenance, automated website backups via a cloud vault, updated website content (graphics and landing pages), developed SEO-focused landing pages for lead gen, managed website integrations, SEO/Website audits, managed Google Search Console, user guides, and reported on web performance.

Reason for Leave: *Seeking flexibility, especially during the COVID-19 Pandemic to work with a professional team who enjoy employing ground-breaking digital methods to improve conversions and efficiencies.*

Digital Marketing Manager

TROTMAN AUTO GROUP

2018 - 2019 (FULL-TIME)

- **Data Science:** Centralized data for all stores using a SQL DB to help key stakeholders understand digital performance and make strategic decisions (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, Facebook ads, and dynamic web content.
- **Internal Communications:** Improved internal communications of campaign results and digital happenings with internal email marketing communications.
- **Ticket System:** Streamlined ad hoc and promotional activities/demands with an online ticket system and online forms.
- **Website Management & SEO:** Updated website content (graphics and landing pages), developed SEO-focused landing pages for lead gen, conducted A/B traffic tests, managed Google Search Console, and reported on web performance.

Reason for Leave: *I was looking for an opportunity to work for a company that wanted to own their websites and create dynamic web experiences.*

Digital Strategist

LONSDALE SAATCHI & SAATCHI LTD.

2016 - 2018 (FULL-TIME)

- **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, LinkedIn ads, Facebook lead ads, email marketing, automated funnels, and blog posts).
- **Social Marketing Management:** Directed and looked-after all social marketing calendars to ensure content is consistent with client approved strategies and best practices.

Reason for Leave: *Digital marketing requires holistic experiences and not only social media.*

Digital Marketing & Brand Specialist

LG ELECTRONICS CANADA

2011 - 2014 (FULL-TIME)

- **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 sales and consumer journey experience for the out-of-warranty program through the development of an eCommerce website.
- **2013 LG Shinbaram Marketing Award:** LG Canada's Home Appliance marketing team accomplished Korea's Shinbaram Award for developing a comprehensive Go-to-Market plan; partnering with Sears Canada for a successful launch of LG's MEGA Capacity front load laundry (WM8000HVA/DLEX8000V) and exclusive Door-in-Door™ design large capacity refrigerator (LFX31945ST). As a result, brand preference and sales increased, which could not have been achieved without implementing a well-rounded marketing campaign. I planned and implemented the digital strategy. (LG Canada Marketing Team members: Laura McGowan, Christine Choi, Eunice Lee, Syl Cole, and Jennifer Carmin Campos)
- **2012 Marketing Associate Award:** Recognized for my effective project management of LG Canada's Web 3.0 Project of restructuring the company's website. Having a new look and feel, web users could navigate the site trouble-free for a better browsing experience. Most importantly the English and French websites (LG.com/ca_en and LG.com/ca_fr) were made SEO friendly.
- **Website Rehaul:** Improved website user experience per business unit, SEO rankings, and content optimization.
- **New LG Training Website for Retail Sales Associates and Technicians:** Internal and External research gathering, training website security protocols, training website information architecture, training website UI, training website UX, organization of training modules and assets, user permissions, tracking progress, and reporting usage and other metrics.

Reason for Leave: *To seek further experience and growth opportunities.*

ENTREPRENEURIAL EXPERIENCE

BUSINESS OWNER

JCM OPTIMIZATION

2014 - 2018

- **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).

FREELANCE DIGITAL MARKETER

J.CARMIN BUSINESS

2007 - 2011

- Freelance marketing services include: developing online/offline marketing strategies, conducting research and analysis, IMCs, project management, online marketing, web management, affiliate marketing and creative solutions.
- I helped Breathe Activewear redefine itself, amongst customers from an online perspective www.breathemat.com

EDUCATION

Complete Web Development Bootcamp (In-Progress)

UDEMY

- Bootstrap 4, Javascript, Node.JS, Databases, SQL, MongoDB, Restful API, Web Security, React.js

SQL (In-Progress)

DATA CAMP

- Joining Data in SQL, Data Analysis in SQL

Intro to Programming (2019)

UDACITY

- HTML, CSS, Python, Javascript

PMP - Project Management Professional (2014)

PMI.ORG

- Global Certified Project Manager

Degree - Business Commerce (2009)

ROYAL ROADS UNIVERSITY

Business Administration - Marketing Diploma (2008)

CONESTOGA COLLEGE