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EXPERIENCE

Marketing and Communications Consultant

Hexagroup

📅 Sep 2020 – Present 📍 Houston, TX

- Account management, planning, and consulting ensuring alignment on project goals, action items, and strengthening client relationship
- Team lead with a focus on communication, development of integrated marketing campaigns, relevant strategy, and content research
- Managed, produced, and optimized display and programmatic paid search ads with Single Keyword Ad Groups on Google and Bing

Digital Marketing Specialist

Stretch Business Solutions

📅 Mar 2019 – Sep 2020 📍 New Braunfels, TX

- Managed integrated social media marketing campaigns composed of organic and paid content creation and scheduling, along with on-site SEO copywriting through CMS software.
- Conducted competitive analysis research to build online brand presence for 5 non-profit and startup clients.
- Analyzed KPIs to form solutions in line with marketing goals and client needs.

EDUCATION

Simulated Digital Marketing Ad Campaign

Roles: Digital Marketing Manager

📅 Jan - Apr 2019 📍 San Antonio, TX

- Managed and allocated budget of \$50k on SEM and Email Marketing for product advertising. Strategically bid on keywords and created Ad groups for multiple Ad campaigns, over the course of 10 weeks.
- Applied best practices in PPC Advertising, keyword research, data analysis, running A/B Ad tests, creating relevant landing pages, basic on-site SEO, and email marketing campaigns.
- Ad campaign revenue \$447k, ROI of 794%

Facebook Ads Marketing Campaign

Role: Project Manager

📅 Apr 2019 📍 San Antonio, TX

- Conducted competitive analysis research, established analytical goals, and proposed a Facebook Ads campaign for a local startup company that supplies health oriented pet subscription boxes.
- Coordinated a team of 6 individuals throughout campaign proposal; set expectations, deadlines and successfully navigated interpersonal communication to maintain a positive team environment.
- Identified specific target market with a potential reach of 9.3 million over the course of 1 month, with a budget of \$900.

OBJECTIVE

In pursuance of specialization in the Digital Marketing and Advertising industries.

ACHIEVEMENTS

🏆 **Top of Class for Social Media Marketing Campaign**
Record Breaking 614,803 in Revenue
1129% ROI

CERTIFICATIONS

📄 **Google Ads Search**
Credential ID:54309258

📄 **Google Ads Display**
Credential ID:50431645

📄 **Hubspot Inbound**
Exp: Nov 2022

📄 **Hubspot Inbound Marketing**
Exp: Oct 2022

📄 **Hubspot Marketing Software**
Exp: Oct 2021

TECHNICAL SKILLS

SEM SEO CRM Wordpress
HTML CSS Persona Creation
Facebook Ads Google Suite
MS-Office Adobe Creative Cloud

SOFT SKILLS

Leadership Communication
Work Ethic Time Management
Bilingual Fluency: Spanish

EDUCATION

B.B.A. in Marketing
University of Texas at San Antonio

📅 2017 - 2019 📍 San Antonio, TX