

# IVAN TELLES

DIGITAL MARKETING SPECIALIST

Digital Marketing Specialist with a well-organized and data-driven approach to prospecting leads, developing strategies and improving ROI. Proficient in Email and Online platforms, SEO optimization and Analytical Metrics.

## SKILLS

- Adobe Photoshop
- Adobe Lightroom
- Email Marketing
- Social Media Marketing
- Microsoft Office
- Marketing Automation
- SEO
- CSS3
- HTML
- PPC Campaign Management
- Social Media Marketing
- Google AdWords

## Contact Information

Number | 714-476-4523

Email | tellezivan7@gmail.com



Scan to email me directly.

## CERTIFICATIONS & AWARDS

- Google Ads Search
- Google Shopping ads Certification
- Google Ads - Measurement Certification
- Facebook Ads



## PROFESIONAL EXPERIENCE

### Digital Marketing Specialist

Global Seasons | 2018- Present

- Implemented A/B tests to learn and improve the performance of each segmented email
- Analyzed email performance and implemented usability enhancements to improve overall user experience target desired audience
- Overlooked company's PPC campaigns
- Efficiently increase brand awareness & online visitors through multiple social media platforms (Facebook | Instagram)
- Identified the appropriate target market for each email campaign to ensure our open rates, delivery rates and click through rates were above non-profit email marketing benchmarks
- Implemented and updated effective SEO strategies
- Effective monitored company's e-commerce website using analytical metrics while implementing clear communication across internal and external teams

### Digital Marketing Intern

Modbargains | November 2017 to May 2019

- Monitored site metrics, including site visitors, conversion rates and page load times
- Implemented search engine optimization techniques to better target desired audience
- Processed multiple media content to different social media platforms (Facebook, Instagram, Snapchat)
- Designed and developed customer-friendly landing pages using CSS/HTML/JavaScript
- Improved brand awareness through the use of promotions and advertisements
- Produced and submitted weekly reports outlining progress against KPI objectives
- Increase brand awareness by 10.3% within the first five months

## EDUCATION

### Cal State Dominguez Hills

BS in Marketing | 2019

### Fullerton College

Associate in Business Administration | 2015-2017