**JEREMY JARAMILLO**

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SUMMARY OF QUALIFICATIONS

Dedicated, reliable, and results-driven professional with 7+ years of marketing, data analysis, customer service, and advance computer knowledge skills. Computer skills vary from web development, content creation, oracle cloud infrastructure, incident response, and understanding of enterprise network protection. Respected as a lead-by-example professional with a reputation for accomplishing organizational objectives and delivering results; committed to achieving the highest standards while consistently surpassing established goals. Proven track record of driving business growth through strategic planning, strong communication skills, and collaborative efforts through cross-functional teams. Prepared and seeking a position where I can use my diverse and expansive background to contribute to organizational success/goals.

## *Areas of Expertise:*

* Marketing Strategy and Analysis
* Event Coordination
* Content Editor
* Data Analysis
* Communication Skills
* SEO Specialist
* Concept Development
* Video Editor
* Graphic Designer/ Editor
* Event Coordination
* Customer Relationship Management

## *Computer Proficiency: Word Press, GDS, Data Insertion Tools, Microsoft Office Suite, Social Media, Adobe Creative Cloud, Video-Editing Software, Industry-Specific Software, Microsoft Teams*

## *Computer Understanding: Oracle Cloud Infrastructure, Windows Security, Cybersecurity Procedures/ Tools, Linux, Penetration Testing, Digital Forensics, and Scripting*

EDUCATION

Master of Science in Marketing & Marketing Analysis, 2023

TEXAS A&M UNIVERSITY – COMMERCE, Commerce, TX

Bachelor of Science in Marketing & Accounting, 2021

UNIVERSITY OF TEXAS AT EL PASO, El Paso, TX

CERTIFICATIONS / LICENSES

Oracle Cloud Infrastructure 2023 Certified Foundations Associate, Oracle Corporation (May 2024)

Penetration Testing, Incident Response, and Forensics, IBM Coursera (June 2024)

CompTIA a+ Cyber Certfication, Coursera (June 2024)

Digital Marketing Certification (DMC), Stukent (August 2023)

SEO Specialization (Google Data Tool), Monsterlink Marketing (January 2021)

Google Analytics Certification, Google Analytics Academy- In Progress

Texas Food Handler Safety, TrainingNow, Cert #:366318

Texas Alcoholic Commission, Seller Training Certification

PROFESSIONAL EXPERIENCE

**AMERICORPS – ADVISE TEXAS 11/2021 – 06/2023**

**High School College Advisor**  **Austin, TX**

Results-focused school counseling professional driven to support students in academics, social/emotional

challenges, and college and career readiness. Obtained prior unattainable metrics through multiple marketing tactics, such as social media, graphic design, email marketing, text marketing, and student/guardian outreach. Successful at guiding students through rigorous course registration process, course selection and academic planning. Expertise in goal setting and active listening.

* Directed social media marketing and generated student interaction of 105-140 students on average. Leveraged over 5,000 key data indicators through Grace Data System. Data varied from financial aid completions, student interactions, university and college application submissions, and total scholarship/grant funding raised for each individual student.
* Conceptualized over 70 flyers for promotions on scholarships, universities and learning opportunities for students.
* Orchestrated email and text messaging marketing tactics to over 630 students, 1200 legal guardians, with high response rates of 30-50%.
* Communicated and collaborated with high school and district staff. Assisted students with college admissions, financial aid, and scholarship applications to encourage students to attend college upon high school graduation.
* Provided one-on-one admissions and financial aid advice to students and families seeking assistance. Organized group events encouraging students and their families to consider and apply to colleges and universities. Events included Decision Day and FAFSA nights.

*Selected Achievements:*

* Generated a senior class of 630 with a 90% FAFSA completion goal and a 1,890 college application submission goal twice.
* Surpassed a school-wide project of raising over $5M through marketing, application help, and data collection.
* Skyrocketed to the #1 school in Financial Aid completion in the entire district, amongst nine other schools in the district two years in a row.

**MONSTERLINK MARKETING 01/2021– 11/2021**

**Web Developer and Content Writer Manager El Paso, TX**

Creative and detail-oriented professional with a passion for both web development and content creation. Extensive experience in designing and developing responsive websites, as well as managing content strategies to enhance brand presence and engagement.

* Conceptualized and revitalized over 20+ websites through WordPress while maintaining the “clickability” of websites to 50 established websites a day.
* Developed and executed comprehensive marketing strategies to increase brand visibility and drive sales beyond expectations
* Generated 100+ written content stemming from website material, blog coverage, and landing pages regarding these expansive and diverse websites.
* Restored 200-300 images for these websites, and photoshopped/sized all photos to strengthen SEO scores.
* Collaborated and managed three interns in improving website development and raising the profitability of all website development to a 8.0+ SEO score.
* Ability to analyze content performance metrics and implement data-driven improvements
* Discussed and conducted with managerial team about financial analytics and identify cost-saving opportunities to improve further profitability.
* Dealt with heavy use of WPEngine, with general knowledge and background with HTML5, CSS3, Java Script, and PHP

*Selected Achievements:*

* Drove Search Engine Optimization (SEO) scores to above an 8.0 rating on over 30 websites.
* Awarded the Conditional Contract Award in 2021 due to the high-acclaimed work being produced through the organization.

**TOPGOLF 04/2019 – Present**

**Event Ambassador/ Bartender**  **El Paso, TX**

Highly skilled and customer-focused professional with extensive experience in setting up events, executing event satisfaction, and bartending. Utilized 6 years of expertise to deliver exceptional service, contribute to a dynamic team, and exceed customer expectations in a fast-paced hospitality environment.

* Leveraged events with budgets stemming from anywhere of $1,000 to $20,000 varying from professional, personal, or non-profit organizations.
* Coordinated event set ups with 100% accuracy, precision and visual appeal for the guests and back of house.
* Craft high-quality cocktails in a high-volume, fast-paced environment of over 1,000+ guests a night.
* Manage and maintain bar inventory while continuously producing 300+ drinks for customers. Ensure drinks are delivered in a timely fashion.
* Retained over 150+ recipes and maintained considerable knowledge in wine, beer, and seltzers to encourage the customer had nothing but 100% satisfaction while under my care.

*Selected Achievements:*

* Reached 100% customer satisfaction from over 20 submitted surveys.
* Exceeded initial sales on over 40% of events due to personality and atmosphere of the events that were assigned to me specifically.
* Created a popular drink that many clients still order for the past 5 years.

**AEROPOSTALE 07/2016 – 08/2020**

**Marketing Specialist/ Experienced Leader Specialist El Paso, TX**

Experienced and results-driven leader specialist with a proven track record in sales and customer service. Implemented multi-factors of physical marketing tactics to maintain high salability for the organization and that brick-and-mortar. Leveraged several years of experience and expertise to drive sales growth, enhance customer satisfaction, and lead teams to success in a dynamic fast-paced retail environment.

* Escalated brand awareness through marketing floor plan sets, mannequin decor, and signage set ups.
* Engaged and connected with customers to create an outstanding shopping experience.
* Supervised and orchestrated the daily duties of staff consisting of 16 sales associates ensuring to reach the fullest output of sales within the organization.
* Achieved and exceeded sales goals and shared product knowledge with customers to maximize sales. Performed daily opening and closing tasks to maintain a clean, neat, and tidy store.
* Implemented effective company policies to ensure that all practices comply with labor and employment regulations.

*Selected Achievements:*

* Strengthened quarterly annual marketing campaigns to improve sales resulting in above 18% of intended goals.
* Achieved “Associate of the Month” four times throughout employment.
* Navigated as the #1 associate with the highest sales and customer interaction.
* Leveraged as the “Face of AERO” when meeting the higher-ups of the corporation, including the head manager of all 503 stores in the United States.