

Kevin Pejoumand

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I am a marketing specialist skilled in media, content creation and project management. I'm seeking a challenging position where I can use my experience to create ways to attract new customers and optimize the performance of existing marketing assets.

EXPERIENCE

Digital Marketing Specialist

Trina Solar, North America (*Sept 2022 - Present*)

- Create blog articles, website content, and videos using various tools including AI technology
- Manage and maintain the brand's presence on all social media platforms
- Assist in developing and implementing digital marketing strategies and campaigns to increase brand awareness
- Analyze campaign performance to measure effectiveness and provide actionable insights
- Manage and optimize website using SEO tactics
- Used A/B Testing to optimize advertising campaigns for new products

Content Specialist

Ecotrak - Facility Management Software Solutions (*Feb 2022 – Aug 2022*)

- Created and improved company website and social media content to increase conversions and generate leads while maintaining consistent brand messaging throughout all platforms
- Measured web traffic and tracked campaign performance by using HubSpot, Google Analytics and other tools
- Created custom dashboards to visualize the status of KPIs for sales, marketing and other teams
- Used various software tools for campaign management and creative development

Digital Marketing Specialist

Lavo Solutions, LLC. - Manufacturer of Accurate Chemical Dispensing Solutions (*Jan 2021 – Feb 2022*)

- Responsible for company website content and UI/UX and using WordPress to improve customer engagement, track campaign performance, and provide relevant product and industry related information
- Developed all email marketing campaigns using Marketo and MailChimp
- Customized company's products brand based on our new requirements, using Adobe Creative Cloud

Marketing Associate

Shape Scale, LLC - 3D Body Scanner · Scale · Fitness Tracker Company (*Nov 2019 – Nov 2020*)

- Produced graphics, audio/video content campaigns using Adobe Creative Cloud tools and Final Cut Pro
- Created, edited, and published blog articles related to health and fitness (using WordPress)
- Developed copy for digital advertising and media projects in support of various campaigns
- Used Celery, Kayako, Stripe CRM tools to manage orders and related customer support activities

Marketing Analyst

Pixlee Inc. - Advertising Software Services Company (*Jan 2019 – Sept 2019*)

- Internship in San Francisco while attending UC Berkeley
- Created blog articles and edited user-generated audio/video content for social media channels
- Automated email marketing campaigns using Marketo software
- Improved user engagement on company website by 30% by applying SEO best practices
- Tracked and reported website traffic using Google Analytics

EDUCATION

UC Berkeley

- Bachelor's in Sociology (*Class of 2019*)

Study Abroad

- International Business and Marketing, Madrid, Spain - Summer Program (*2014*)