

Kevin Pejoumand

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A highly motivated and creative marketing specialist with a passion for content creation and digital marketing. 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. ***I am currently creating sports content on several social media platforms.***

Experience

Brand Marketing Specialist

Aquacycl (July 2024 - July 2026)

- Planned, developed, and executed multi-channel brand campaigns that strengthened brand identity and increased awareness
- Produced video content, social media creatives, and product launch assets, resulting in higher engagement across platforms.
- Analyzed campaign performance using Google Analytics and other tools to optimize strategies for improved ROI.
- Partnered with cross-functional teams (Product, Sales, Design) to ensure consistent brand messaging across all channels

Digital Marketing Specialist

Trina Solar (Sept 2022 - June 2024)

- Created SEO-optimized website content, blogs, and videos leveraging AI-assisted content tools, increasing organic traffic by 15%
- Managed social media accounts and increased engagement by 20% through targeted campaigns and audience insights
- Assisted in the development of PCC campaigns (Google Ads, LinkedIn Ads) and email marketing strategies using Marketo & MailChimp
- Conducted performance analysis and A/B testing to improve conversion rates and reduce CPC

Content Specialist

Ecotrak (Feb 2022 – Aug 2022)

- Managed website and social media content strategy, improving lead generation and conversion rates
- Measured web traffic and tracked KPIs using HubSpot and Google Analytics, delivering actionable insights to leadership
- Coordinated and executed marketing events, driving attendee engagement and brand visibility

Digital Marketing Specialist

Lavo Solutions, LLC. (Jan 2021 – Feb 2022)

- Managed WordPress website and implemented SEO best practices to increase organic rankings
- Developed and tracked email campaigns via Marketo and MailChimp, boosting open rates by 18%
- Produced customer testimonial videos and interviews, enhancing brand credibility

Marketing Associate

Shape Scale (Nov 2019 – Nov 2020)

- Created visual content using Adobe Creative Suite and Final Cut Pro for digital ads and campaigns
- Wrote blogs and ad copy to support content marketing initiatives on WordPress
- Utilized platforms (Kayako, Stripe) for customer support and order management

Education

UC Berkeley

- Bachelor's in Media Studies (Class of 2019)

Special Skills

- **Digital Marketing:** SEO, SEM, A/B Testing, Content Strategy, Social Media Ads, Marketo
- **Analytics & Reporting:** Google Analytics, HubSpot, KPI
- **CMS & Web:** WordPress, HubSpot CMS, Basic HTML/CSS
- **Creative Tools:** Adobe Creative Cloud (Photoshop, Illustrator, Canva)
- **Other:** Event Coordination, AI Content Creation, Conversion Rate Optimization