

Kevin Pejoumand

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I am a digital marketing specialist living in California, specializing in media and content creation. 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 Supervisor

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

- Create content across all of Trina Solar's business units and sales and marketing channels
- Spearhead marketing efforts including maintaining the regional website, and owning business unit marketing databases
- Supervise agency partners to create and complete efficient marketing projects and campaigns

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 track 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

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 enterprise customers' requirements, using Adobe Creative Cloud

Marketing Associate

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

- Produced graphics, audio, and video content using Adobe Creative Cloud tools and Final Cut Pro to be used in campaigns
- 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 20-30% by applying SEO best practices

EDUCATION

UC Berkeley

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

Study Abroad

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