

Kevin Pejoumand

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Results-driven marketing professional with experience in multi-channel campaigns, SEO/SEM, social media strategy, and data-driven optimization. Skilled at leveraging AI tools, analytics platforms, and creative content to increase engagement, drive lead generation, and improve ROI.

Experience

Brand Marketing Specialist

Aquacycl (July 2024 - Present)

- Plan, develop, and execute multi-channel brand campaigns to strengthen brand identity and increase awareness.
- Produce video content, social media creatives, and product launch assets, resulting in higher engagement across platforms.
- Analyze campaign performance using Google Analytics and other tools to optimize strategies for improved ROI.
- Partner 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 (LinkedIn, X, Instagram), increasing engagement by 20% through targeted campaigns and audience insights.
- Assisted in the development of PPC 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 Facility Management Software (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 dashboards 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

ShapeScale (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 CRM 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, PPC, A/B Testing, Content Strategy, Social Media Ads, Marketo
- **Analytics & Reporting:** Google Analytics, HubSpot, KPI Dashboards
- **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