

## **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.

### **Experience**

#### **Brand Marketing Specialist**

Aquacycl (July 2024 - Present)

- Plan, develop, and execute multi-channel brand campaigns that communicated brand story and values
- Create a variety of videos and creative content around product launches, advertisements, and company events
- Measure and report on the effectiveness of brand campaigns, using analytics to optimize future initiatives
- Work closely with teams across departments, including product, sales, and design, to ensure consistent brand messaging across all channels.

#### **Digital Marketing Specialist**

Trina Solar (Sept 2022 - June 2024)

- Created blog articles, website content, and videos using various tools including AI technology.
- Managed brand's presence on social media platforms and created social media content, increasing engagement by 20%.
- Assisted in developing and implementing digital marketing strategies and campaigns to increase brand awareness.
- Analyzed campaign performance to measure effectiveness and provide actionable insights.
- Managed and optimized website using SEO tactics

#### **Content Specialist**

Ecotrak (Feb 2022 – Aug 2022)

- Created and improved company website and social media content to generate leads and increase conversions while maintaining consistent brand messaging throughout all platforms.
- Measured web traffic and tracked campaign performance using HubSpot, Google Analytics, and other tools.
- Created custom dashboards to visualize the status of KPIs for sales, marketing, and other teams.
- Coordinated and managed marketing events, ensuring smooth logistics and administration.

#### **Digital Marketing Specialist**

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

- Developed company website content using Adobe Creative Cloud tools and managed it through WordPress to improve customer engagement.
- Developed and tracked the performance of email marketing campaigns using Marketo and MailChimp, increasing brand awareness.
- Conducted interviews for customer testimonials to deliver feedback to the product team.

#### **Marketing Associate**

Shape Scale (Nov 2019 – Nov 2020)

- Produced graphics and audio/visual content using Adobe Creative Cloud 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, and Stripe CRM tools to manage orders and related customer support activities.

### **Education**

#### **UC Berkeley**

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

### **Special Skills**

- Content Management Systems: WordPress, HubSpot.
- Email Marketing Platforms: Marketo, MailChimp.
- SEO and Analytics Tools: Google Analytics, A/B Testing.
- Graphic Design: Adobe Creative Cloud (Photoshop, Illustrator), Canva.
- Project Management Tools: Trello, Asana.
- Writing and Editing: Excellent writing and editing skills for diverse content types.
- Basic Web Development: HTML, CSS, knowledge of web design best practices.
- Event Coordination: Experience in organizing and managing marketing events.