



Jeffrey Gomez

Growth and Digital Marketing Specialist

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EDUCATION

California Polytechnic, Pomona

Class of 2013 - Pomona, CA

- Bachelor of Science in Marketing Management

EXPERIENCE

Marketing Manager

Messapps - New York, NY - March 2016 - Aug 2016

- Restructured AdWords account to increase CTR, converted clicks; decrease CPA.
- Implemented inbound marketing strategy to gain 5-10 additional new leads MoM.
- Created, executed content marketing campaign, tripled organic page views.
- Optimized site for SEO, syndicated blog, and increased backlinks and Page Rank.
- Designed, executed growth marketing campaigns for mobile app clients.

Business Development

MeetMax - New York, NY - Nov 2014 - March 2016

- Redesigned marketing/webinar newsletter, logo, decks, and conference banner/postcards.
- Developed, executed, and optimized AdWords campaigns; analyzed and created reports.
- Managed the redesign of the company website, ensuring SEO optimization.
- Continually increased amount of leads QoQ by over 25% through new out/inbound methods.
- Managed MeetMax Connect, turnkey service for running events and conferences.

Brand Development Coordinator

Definition Media Agency - New York, NY - Feb 2015 - March 2015 (2-Month Contract)

- Assisted in relaunch and rebranding of social media agency.
- Developed and executed brand positioning and communications strategy.
- Analyzed and supported marketing plan to align with brand strategy goals.

Account Executive

ReliableCoders - Sunnyvale, CA (remote) - Jan 2014 - Aug 2014

- Drove full sales cycle to attain new clients: Developed sales pipeline, lead-nurtured, managed developer workflow through project management, and prepared all weekly reports.
- Developed and maintained client relations with partners in the Los Angeles region.
- Assisted in development/designing of new collateral, newsletters, and partner outreach.

Marketing and Social Media Consultant

DreamHouse Marketing - Hollywood, CA - May 2011 - Sep 2014

- Photographer for celebrity and boutique events involving DreamHouse clients.
- Assisted in the product promotions with celebrities and A-list clientele.
- Coordinated sponsor and product marketing during annual charity event, Dream Prom.
- Created and executed social media campaigns for DH and Imageshoppers, a DH affiliate.

Business Development and Marketing

ParkMe - Santa Monica, CA - Feb 2013 - Dec 2013

- Assisted in development of creative campaigns to promote new reservations platform
- Increased operator and venue growth by 15% MoM, 150+ parking venues in first 3 months.
- Worked with operators and venues to leverage brand and marketing opportunities.

Skills

Adobe Creative Suite

SEO/SEM

Content Marketing

Photography

Social Media

Growth Strategy

HTML/CSS/Javascript

Certifications

Google AdWords

Google Analytics

Hubspot Inbound

Hootsuite Social Marketing

Other Fun Stuff

Desert Smash

Charity event, 2011 - PRESENT

Annual charity tennis & celebrity pro-am event hosted by Will Ferrell.

Dear Song In My Head

Music blog, 2011 - PRESENT

Founder of online indie alternative music blog. Covering artists shows, interviews, and album reviews.

FirstString

Marketing, 2011 - 2012

First marketing hire for high school sports social networking startup.