



KEVIN HINOJOSA

Web Developer + Online Marketer + Team Leader

Motivated web developer, data analyst with superb online marketing skills. Bilingual online marketing professional with experience in small business management. Expert Google searcher. See my online portfolio at www.MrKevinHinojosa.com.

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📞 559-942-0358

🌐 www.MrKevinHinojosa.com

🐙 github.com/kevil23

WORK EXPERIENCE

Online Marketing Intern Bitwise Industries

02/2020 - Present

Fresno, CA

Achievements/Tasks

- Created ad copy and ad designs for Facebook, LinkedIn, and Google.
- Manage ad campaigns for Ordslip, Bitwise, Pulse, OnwardCA.
- Analyze web traffic data, pixel tracking, ad set targeting.

Contact: Arturo Ceballos - aceballos@shift3tech.com

WordPress Urgent Care Intern Bitwise Industries

09/2019 - 02/2020

Fresno, CA

Achievements/Tasks

- Developed biweekly lesson plan as Geekwise JavaScript co-teacher.
- Secured WordPress sites, detected latest vulnerabilities per updates.
- Developed branding guidelines.
- Published weekly web security articles with SEO to increase web traffic.
- Managed Facebook Ads, Google Ads, LinkedIn Business.
- Communicated in daily scrum meetings for efficient teamwork.

Contact: Jason Cooksey - jcooksey@bitwiseindustries.com

Store Owner Phones 4 Less

06/2013 - 09/2019

Fresno, CA

Achievements/Tasks

- Managed finances, advertisements, sales, shipments, and inventory.
- Accomplished 500+ smartphones sales online and in person on a monthly basis.
- Lead small team of 6 people to reach weekly financial goals.
- Successfully troubleshooted hardware, software, network problems daily.

EDUCATION

Web Development Academy Geekwise Academy

03/2018 - 03/2019

Associates of Science in Engineering Fresno City College

09/2014 - 05/2016

INTERESTS

🏔️ Hiking

🤖 Robotics

👨‍🍳 Cooking

✈️ Traveling

SOFT SKILLS

Bilingual (English/Spanish)

Adaptable

Team Player

Communication

Organization

Problem Solving

TECHNICAL SKILLS

Languages

HTML, CSS, JavaScript, PHP, Python, C, C++, RISC x86.

Marketing and Data

Facebook Ads, Google Ads, Google Analytics, Pixel Tracking, SEO, Yoast, Lead Pages, LinkedIn Business, Audience Targeting, Data Studio.

Software tools

Git, Linux, Rasbian, MS Visual Studio, Atom IDE, IDLE, Virtual Machines, Vagrant, Terminal, Bootstrap.

Team management

CRM Zoho, Trello, SCRUM, Google Drive, GitHub.

Web Design

WordPress, Branding Guidelines, GIMP, Canva, UI Design, AutoCAD.

VOLUNTEER EXPERIENCE

Event Volunteer

59 Days of Code 2018

Tasks/Achievements

- Assisted with event coordination and setup.

Contact: Beth Dhillon

Tour Guide

Bitwise Industries

Fresno, CA

Tasks/Achievements

- Encourage k-12 students to enter the technology field by sharing our journey at Bitwise Industries.

Contact: Terry Solis - tsolis@bitwiseindustries.com

PERSONAL PROJECTS

OnwardUS COVID-19 Emergency Response (04/2020 - Present)

- Launched nation wide marketing campaign for [OnwardUS](https://www.onwardus.com).
- Managed campaigns across multiple states successfully reaching over 1.1 million people affected by COVID-19.
- View this project and more at www.MrKevinHinojosa.com.
- Our team effort received recognition by [California state governor Gavin Newsom](https://www.sacramento.com/story/news/politics/california-governor-gavin-newsom-2020-05-11/).

LANGUAGES

English



Spanish

