



# Kevin Hinojosa

Digital Marketing Manager + Email Manager + Web Developer

Hello, I am a certified Digital Marketing Manager specializing in email marketing, and customer relationship management. I am bilingual, and I excel in remote global team environments. My drive and passion are the development of my community, team, and me. You can view my professional online portfolio at [www.MrKevinHinojosa.com](http://www.MrKevinHinojosa.com).

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🐙 [github.com/mrkevinhinojosa](https://github.com/mrkevinhinojosa)

## WORK EXPERIENCE

### Digital Marketing Manager

LinkedIn Corporation [🔗](#)

02/2022 - Present

Sunnyvale, CA

Achievements/Tasks

- Assigned Digital Marketing projects according to scope of work.
- Oversaw development of Emails, Landing Pages, and Campaigns.
- Generated Email Performance & Sends Reports on a weekly basis.
- Worked directly with Ads, Marketing, Development, & Targeting.
- Managed global and localized campaigns for North America, Latin America, Asia Pacific, Europe, Middle East & Africa.

Contact : Shawn Bianchi - [sbianchi@linkedin.com](mailto:sbianchi@linkedin.com)

### Digital Marketing Specialist

Granville Homes

02/2021 - 02/2022

Fresno, CA

Achievements/Tasks

- Developed HTML emails and increased web traffic.
- Developed marketing campaigns and implemented new CRM.
- Applied SEO best practices and increased organic web traffic.
- Created articles and newsletters for Granville Homes, Granville Realty, and Granville Home of Hope.

Contact : Jesse Buglione - [JBuglione@gvhomes.com](mailto:JBuglione@gvhomes.com)

### Digital Marketer

Bitwise Industries [🔗](#)

02/2020 - 02/2021

Fresno, CA

Achievements/Tasks

- Created ad copy and ad creative for Facebook, LinkedIn, and Google.
- Manage ad campaigns for Ordrslip, Bitwise, Pulse, OnwardCA.
- Analyzed KPI's, web traffic data, pixel tracking, ad set targeting.

Contact : Arturo Ceballos - [aceballos@shift3tech.com](mailto:aceballos@shift3tech.com)

## EDUCATION

### Web Development Academy

Geekwise Academy [🔗](#)

03/2018 - 03/2019

### Associates of Science in Engineering

Fresno City College [🔗](#)

09/2014 - 05/2016

## INTERESTS

🏃 Hiking

📈 Health & Fitness

🎵 Music

✈ Traveling

## CERTIFICATES

HubSpot Inbound Marketing Certified [🔗](#)

Facebook Certified Creative Strategy Professional [🔗](#)

Klaviyo SMS Strategy Certified [🔗](#)

HubSpot Email Marketing Certified [🔗](#)

HTML Certified Developer

## TECHNICAL SKILLS

### Digital Marketing and Data

Email Marketing, Mobile SMS Marketing, Landing Pages, Lead Capture, Lead Nurture, Lists, Segmentation, Targeting, Personalization, MarTech, SEO.

### Email Service Providers and Customer Relationship Managers

Salesforce Pardot, HubSpot, Litmus, Klaviyo, Wufoo, Mailchimp, ZoHo, Git, MS Visual Studio, Excel, Outlook, Excel, Lighthouse SEO Audit.

### Team Management

Wrike, Trello, Zoom, Slack, MS Teams, Google Drive, G Suite, GitHub.

### Web Design

WordPress, Branding, Canva, Graphic Design, UI Design, Elementor, Blog.

### Computer Languages

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

## SOFT SKILLS

Bilingual (English/Spanish)

Adaptable

Team Player

Communication

Organization

Problem Solving

## VOLUNTEER EXPERIENCE

### Tour Guide

Bitwise Industries

Fresno, CA

Tasks/Achievements

- Encourage k-12 students to join tech field by touring Bitwise Industries.

Contact : Terry Solis - [tsolis@bitwiseindustries.com](mailto:tsolis@bitwiseindustries.com)

## PROJECTS

Granville Home of Hope (10/2021) [🔗](#)

- Launched email campaigns to help us reach our goal of raising over \$800,000 for 11 local nonprofits who help those under-served in the community.
- View this project and more at [www.MrKevinHinojosa.com](http://www.MrKevinHinojosa.com).
- Our team effort received recognition by the [Mayor of Fresno, Jerry Dyer](#).