



Kevin Hinojosa

Digital Marketing Manager + Email Manager + Customer Relationship Manager

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.

✉ Mr. KevinHinojosa@gmail.com

📍 Fresno, CA, USA

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📞 559-942-0358

🌐 www.MrKevinHinojosa.com

🐙 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

Digital Marketing Specialist

Granville Homes [🔗](#)

02/2021 - 02/2022

Fresno, CA

Achievements/Tasks

- Developed emails to increase sales calls & 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

Digital Marketer

Bitwise Industries [🔗](#)

08/2019 - 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@shif3tech.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 Email Marketing Certified (03/2021) [🔗](#)

Meta Certified Creative Strategy Professional (01/2021) [🔗](#)

HubSpot Inbound Marketing Certified (01/2022) [🔗](#)

Klaviyo SMS Strategy Certified (11/2023) [🔗](#)

HTML Certified Developer (02/2022) [🔗](#)

TECHNICAL SKILLS

Digital Marketing

Email Marketing, Mobile SMS Marketing, Landing Pages, Lead Capture & Nurture, Targeting, Personalization, UTM, MarTech, Google Lighthouse SEO

Email Marketing and Email Service Providers

Salesforce Pardot, Litmus, Klaviyo, A/B Testing, Campaigns, Wufoo Forms, Mailchimp, Excel, Outlook, HTML, CSS, CAN-SPAM Compliance.

Customer Relationship Management

HubSpot, Contact List Management, Audience Segmentation, Automation, Lead Scoring, Field Mapping, KPI Reporting & Analytics, Zoho.

Team Management

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

Web Design

WordPress, Elementor, Branding, Canva, Graphic Design, UI Design, Blog, MS Visual Studio.

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

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.
- Our team effort received recognition by the [Mayor of Fresno, Jerry Dyer](#).