



Kevin Hinojosa

Digital Marketing + Email Manager

✉ Mr.KevinHinojosa@gmail.com ☎ (415) 617-5563 📍 San Francisco, CA
🌐 www.mrkevinhinojosa.com 🌐 linkedin.com/in/kevin-hinojosa/

PROFESSIONAL EXPERIENCE

Digital Marketing Coordinator

McCaffrey Homes

01/2025 – Present | Fresno, CA

- Developed engaging email marketing campaigns to nurture leads, increase open rates, web traffic, and drive conversions.
- Manage website content to ensure all information is current and relevant to our audience. Applied HTML & SEO best practices.
- Organized and segmented email lists to effectively target specific audiences, ensuring personalized and relevant messaging.

Digital Marketing Specialist

Fresno Madera Farm Credit

04/2024 – 01/2025 | Fresno, CA

- Managed Social Media content for Facebook, LinkedIn, and Google.
- Created branded inhouse marketing collateral. Cards, Brochures etc.
- Managed digital content on fmfarmcredit.com.

Digital Marketing Manager, Associate

LinkedIn

02/2022 – 10/2023 | Sunnyvale, CA

- 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 email campaigns for North America, Latin America, Asia Pacific, Europe, Middle East & Africa.

EDUCATION

Web Development Academy

Geekwise Academy

03/2018 – 03/2019

Associates of Science in Engineering

Fresno City College

09/2014 – 05/2016 | Fresno, CA

INTERESTS

Hiking

Health & Fitness

Music

Traveling

CERTIFICATES

- HubSpot Email Marketing Certified (11/2023)
- Meta Certified Creative Strategy Professional (01/21)
- HubSpot Inbound Marketing Certified (01/2024)
- Klaviyo SMS Strategy Certified (11/2023)
- HTML Certified Developer (02/2022)

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

PROJECTS

Granville Home of Hope (10/2021)

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.
- Our team effort received recognition by the Mayor of Fresno, Jerry Dyer.
- View this project and more at www.MrKevinHinojosa.com.

ORGANIZATIONS

Bitwise Industries

Tour Guide

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