

## Contact

### Phone

972-624-9982

### Email

michaelledlt@yahoo.com

## Education

2022

### B.A. Communications (Advertising) Minor in Public Relations

University of Texas at Arlington

## Skills

- A/B Testing
- Adobe Illustrator, Photoshop, Lightroom, InDesign, Premiere Pro, Dreamweaver
- CSS
- Campaign Manager
- Copywriting
- Data Analytics
- Email Marketing
- Facebook Page Manager
- Google Adwords Certified
- Google Analytics Certified
- Google Search Console
- Google Tag Manager
- HTML
- Microsoft + Google Suite
- Muck Rack
- Paid Ads (Facebook, Google, Instagram)
- Project Management
- SEO
- Sitecore
- Wordpress, Squarespace, Wix, Shopify

## Language

English

Spanish

Thai

Laos

# Michaelle De La Torre

## Advertising & Digital Marketing Manager

Ambitious, high-energy self-starter with a proven ability to direct and execute complex projects, drive marketing strategies, and increase leads. Proficient in using Facebook, Google and other online platforms to advertise, as well as capitalizing on traditional strategies to diversify approaches. Detail and results-oriented professional possessing strong analytical skills and a penchant for digital marketing.

## Experience

### ○ Sep 2021 - Present

MADLAB Creative

#### Freelance - Social Media Management, Brand Development

- Identify target audience, produce email list, and create content for email marketing campaigns, ensuring the businesses high standards are met.
- Manage Social Media Accounts to engage readers, secure new followers, minimize the risk of lost and defected followers, promote the services, specials, and offerings of the organization, and transition visitors into revenue-generating customers.
- Conceptualize brand identity and develop unique accompanying graphic style and tone for use in communications.
- Manage annual social budget, forecasting, planning and tracking to optimize spend based on business objectives.
- Use data to gain insight to aid in content planning: monitor and analyze performance of each channel to measure impact and shared learning with clients.
- Utilize Google Analytics to track visitor flow and interaction throughout the company website.
- Monitor industry and competitive trends in social media channels, tools, and metrics and remained current on social media industry developments to help strengthen internal strategy

### ○ Sep 2018 - Oct 2020

Crescent Regional Hospital | Lancaster, TX

#### Digital Marketing Manager

- Created and integrated new B2C digital marketing campaigns with a return of investment (ROI) of 200% in one year and increased brand awareness in the market.
- Developed new content strategy and provided continuous feedback and reports to the managers and web development team. Significantly increased online conversions from 3% to 15% from 2019 to 2020.
- Managed the day-to-day operations of Google Ads accounts, including account setup and optimization.
- Created reports for management on key metrics such as revenue generated by each client and campaign performance.
- Developed and implemented email marketing campaigns for the hospitals and its services.
- Collaborated with overseas marketing team to develop link building strategies to improve SEO positions for targeted keywords; analyze and recommend website architecture changes and blogs in preparation of detailed SEO and SEM strategy reports.
- Designed print advertising brochures, flyers, direct to consumer mailings, and inserts using Adobe Indesign, and Canva.

# Certifications

## Google Analytics

Skillshop | February 2023

## Google AdWords

Skillshop | February 2023

## Digital Media

UTA | December 2022

## Fundamentals of Media Relations

Muck Rack | April 2022

## Online Marketing Foundations

LinkedIn | February 2022

## Project Management Institute

UTA | February 2022

## IAB Digital Marketing and Media Foundations

UTA | February 2022

## National Association of State Board Accountancy

UTA | February 2022

# Cont. Experience

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## ○ June 2017- Sep 2018

Zenith Healthcare & Rehab Services | Hurst, TX

### Advertising Specialist & Social Media Manager

- Drove traffic growth from multiple sources, including free and paid search, email marketing, affiliate marketing, social networking, mobile, and on-site placements; with a Pay Per Click campaign success rate of 140%.
- Utilizing the split tests (A/B testing) and analytics to drive online advertising while measuring message; with social media and Google advertisement producing 12% of qualified leads.
- Directed 4 office locations of full-funnel content strategy and led execution across social media, email, paid and organic social, paid search and blogs.
- Established Google analytics to extract customer information and also reviewed social media to determine, identify and translate customer behavior; performed in-depth research and analysis on all available information.
- Conducted keyword research and monitored performance of search terms on Google Ads for optimal results
- Collaborated with SEO team to ensure that landing pages were optimized for conversions

## ○ Apr 2015 - May 2017

Medico MD Medical and Dental | Irving, TX

### Digital Marketing Coordinator

- Increased patient traffic through ad campaigns resulting in over 20-80 new patient leads, with an average of 6-12 new patient appointments per week.
- Managed Facebook, Google and Instagram campaign development, creative designs and ad tracking.
- Managed 27 clinics social media digital content ensuring cohesiveness across all channels and platforms.
- Developed messaging for internal and external communications and marketing collateral, to include brochures, flyers, newsletters, website content, social media content and e-mail communications.
- Measured and reported on marketing campaign performance, gained insight and compared results against goals to identify strengths and weaknesses.
- Responding to both negative and positive reviews and communicating issues with clinic management.