

GIO_ACOSTA

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SUMMARY

Highly experienced Digital Marketing Manager with 12 years in the industry, specializing in web design, SEO, and Graphic Design. Proven track record of designing and developing websites across multiple industries, successfully running digital ad campaigns, and executing effective SEO strategies. Strong communicator, goal-driven, and passionate about digital marketing and innovation. Seeking to leverage extensive skills and experience to drive growth and innovation as a Digital Marketing Manager, with the long-term goal of becoming a Chief Marketing Officer.

WORK EXPERIENCE

Digital Marketing Manager, Digital Market Mind

Jan 2021 - Jan 2025

- Designed and executed advertising campaigns to attract new clients, successfully converting leads into long-term clients.
- Managed and optimized client accounts for SEO, social media, and web design, ensuring high satisfaction and retention.
- Connected and networked with local business owners to understand their needs and offer tailored digital marketing solutions.

Marketing Manager, Frontier Communities

Jan 2019 - Jan 2021

- Collaborated closely with a reputable marketing agency to efficiently execute weekly tasks and objectives.
- Captured high-resolution images of model home exteriors and interiors using a combination of professional-grade DSLR camera equipment, DJI drone technology, and iPhone photography.
- Provided crucial assistance in market research and in-depth analysis to inform strategic decisions for upcoming community development projects.

Marketing Coordinator, Hera Technologies

Feb 2018 - Jan 2019

- Led a comprehensive website redesign project to prominently showcase the company's manufactured parts and products.
- Organized professional photography sessions to capture high-quality images of all parts for website enhancement, marketing materials, and accurate record-keeping.
- Took charge of conceptualizing and designing the company's brochure, parts catalog, and various other marketing collateral.

Graphic Designer, Homequest Real Estate

Jan 2016 - Dec 2018

- Designed internal and external flyers for real estate agents.
- Fulfilled design requests regarding signage and personal marketing materials.
- Maintained the company's website and app. Regularly updated website with company news or requested changes.

WORK EXPERIENCE

Apple Certified Mac Technician, Cornice Mac **Nov 2015 - Jan 2016**

- Assisted in onboarding new customers and provided comprehensive computer diagnostics to identify issues.
- Coordinated the procurement of necessary computer parts and components.
- Performed repairs and maintenance to ensure optimal computer functionality.

Special Order Associate, The Home Depot **Sept 2013 - Oct 2015**

- Facilitated customer orders for out-of-stock products, providing seamless ordering support and managing online order fulfillment.
- Collaborated with installers to schedule and oversee product installations for customers.
- Released completed orders efficiently, ensuring customer satisfaction.

Marketing Intern, Creative Diesel **Sept 2012 - Sept 2013**

- Created and resized display advertisements to meet specific design requirements.
- Performed light HTML coding to enhance and optimize ad content and functionality.
- Managed and organized digital assets to ensure efficient retrieval and use across various campaigns.

EDUCATION

Computer Information Systems Associates Degree **2010-2012**

Chaffey Community College - Rancho Cucamonga, CA

- Minor in University Studies
- Final GPA: 3.90

High School Diploma

Alta Loma High School - Rancho Cucamonga, CA

2004-2008

- Final GPA: 3.80

KEY SKILLS

- Web Design & Development
- Search Engine Optimization
- Google Ads
- Digital Marketing Strategy
- Data Analysis
- Market Research
- Project Management
- Content Creation