

MAITE JIMENEZ

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<https://www.maitejimenez.com/>

EXPERIENCE

JB Poindexter & Co.

Digital Marketing Specialist

- Collaborated with the Business Units to understand digital marketing objectives, ensure alignment with project outcomes and effectively meet strategic and tactical needs.
- Built a centralized dashboard for marketing data and reporting.
- Aided with implementation of CRM and marketing automation systems.
- Managed vendor relationships and conference, tradeshow coordination.

NOVEMBER 2022 - AUGUST 2023

Zurvita

Digital Marketing Coordinator

- Maintained and followed the MarCom Publishing calendar to ensure communications are published on social platforms.
- Assisted Email Specialist with building transactional and marketing email campaigns, workflows and targeted journeys.
- Assisted with building landing pages, blogs and newsletters

MARCH 2022 - OCTOBER 2022

Marketing Coordinator

- Designed marketing collateral.
- Project managed marketing department's project priority calendar, communication calendar and deadlines.
- Developed and designed marketing emails, run reports, and track results.

SEPTEMBER 2021 - MARCH 2022

SKILLS

- Google Marketing Platform (GA4, Ads, Tag manager, Search Console)
- Hootsuite
- Loomly
- Sprout Social
- Mailchimp
- Hubspot
- Salesforce Marketing Cloud
- Shopify
- Wix
- Adobe Creative Cloud (Illustrator, Photoshop, Indesign)
- Canva
- SEMrush
- Website management
- Project management
- Event management
- Photography
- Bilingual (Spanish & English)

EDUCATION

University of Houston

Bachelors of Arts in Communication - Advertising
Minor in Marketing

AUGUST 2017 - DECEMBER 2020

Lone Star College

Associates of Arts

AUGUST 2015 - JUNE 2017

EXTRACURRICULAR

AAF Houston

Volunteer

JANUARY 2021 - PRESENT

AD 2 Houston

Vice president and Social Chair

JANUARY 2022 - AUGUST 2023