

JANAE CASTELLANOS

Digital Marketing & Paid Media Manager

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DIGITAL MARKETING & ADVERTISING STRATEGY + CROSS-CHANNEL PPC + PAID SOCIAL + SEM + MEDIA PLANNING + DATA-DRIVEN OPTIMIZATION + RESULTS

SUMMARY

Diverse background as an in-house, consultant, and corporate digital marketing and advertising manager with emphasis in paid media from a variety of industries. My unique approach emphasizes customer journey mapping and customer lifecycle management (CLM) to enhance organic, paid social, and paid search (SEM) through cross-channel marketing and attribution. Self-starter motivated by a strong sense of personal development and growth mindset that is inclusive of multiple perspectives and encourages collaboration.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY | August 2013 - December 2015

Bachelor of Arts BA: Media Studies

Bachelor of Science BS: Environmental Studies

Honors: Media Studies Department Ambassador, UC Berkeley Full-Ride Scholarship

EXPERIENCE

CREATIVE SOLUTIONS: TERADEK, SMALLHD, WOODEN CAMERA, GO LIGHTSTREAM

DIGITAL ADVERTISING MANAGER – PAID MEDIA (PPC/SEM/SEO) | December 2020 - Current

- Results-oriented paid media manager, PPC/Paid Social strategist, and SEO specialist overseeing four brands' lifestyle and product marketing, paid search, paid social, and search engine marketing via full-funnel approach with multiple touchpoints throughout customer journey.
- Planned, executed, and optimized paid social and google ads strategy to gross over \$2,200,000 in 2021.
- Emphasis on maintaining high ROAS. Optimized Google AdWords campaigns with 4.4X ROAS and Paid Social with 8.8X ROAS in 2021.
- In 2022, 32% of all traffic to website came from paid ads, a 10% increase since 2021.
- Managed \$1,00,000 budget and timeline. Showcased success regularly in comprehensive reports measuring KPIs.
- Harness powerful analytical tools including Meta Facebook Business Manager, Google Ads, Google Analytics, Data Studio, SEMRush, and Heat Mapping to analyze performance, spot trends, drive decisions, and draft data-driven media planning.
- Amplify the power of SEO, targeted keywords, conversion rate optimization CRO, paid partnerships, and user-generated content UGC from influencers to motivate buying decisions and build loyalty.
- Implemented landing page optimizations to increase traffic, average pages per visit, and duration by 20%-30%.
- Collaborate closely with e-commerce, marketing, products, creative, IT, and agencies to achieve results and fuel performance, global growth, and market share.
- Perform extensive competition analysis and market research to execute strategic media plans and forecast results.

CREATIVISION MARKETING LLC

FOUNDER, MANAGING DIRECTOR | July 2019 - December 2020

- Analytics-driven, client-focused consultant overseeing organic and paid content strategy and social calendar to grow product visibility, lead generation, and sales in B2B and B2C environments from a variety of industries.
- Mentor, develop, and lead high-performance five-person marketing team, identifying untapped potential into progressively accountable roles.
- Achieve KPI goals to increase ROI revenue by 15-30% each quarter and showcase progress reports of success to clients.

- Performed thorough competitor market research and trend analysis to develop data that drove strategic initiatives, and effectively communicated the value of product to customer.
- Storyboard, shoot, and direct visually stimulating photography and engaging videos for campaigns, product launches, events, etc.
- Creative director to oversee captivating graphic design campaigns and eye-catching mail marketing campaigns by increasing open rates from 5% to 30% and generating leads to sales with segmentation strategy.

LOUNGE GROUP LLC

DIGITAL MARKETING DIRECTOR | June 2016 - March 2020

- Executed social, digital, in-house, and paid ads for 11 accounts by implementing powerful marketing strategies and creative campaigns to maximize engagement by 100%-150% in a B2C environment.
- Developed and managed 3-member marketing team across all digital marketing efforts. Created career path development plan to guide performance and promotion. Grew the marketing department from two to five-person team.
- Created share worthy photography, visually appealing videography, and engaging copy targeted specifically for multiple media channels to grow audience 30%-40% each year.
- Developed user-friendly websites including www.blackiesbar.com, which raised \$80,000 in e-commerce sales within 1 year.
- Executed influencer events with micro influencers ranging from 50,000 to 500,000 followers.

SKILLS

- Social Media Strategy | 2016 - 2022
- Paid Social Strategy | 2016 - 2022
- Customer Lifecycle Marketing CLM | 2016 - 2022
- Identifying Trends, Market Research, Competition and Keyword Analysis | 2016 - 2022
- Search Engine Optimization SEO | 2016 - 2022
- Blogging for SEO | 2018 - 2022
- Search Engine Marketing SEM | 2016 - 2022
- Conversion Rate Optimization CRO | 2020-2022
- Email Marketing | 2016 - 2022
- B2C Lead Generation Marketing | 2016 - 2022
- Multitasking Project Management | 2016-2022
- Ambassador Influencer Marketing | 2017 - 2022

EXPERT PROGRAM KNOWLEDGE | 2016-2022

- Facebook / Instagram Business Suite
- Facebook Ads Manager
- Facebook Commerce Manager
- Youtube Studio & Channel Analytics
- Google Analytics
- Google AdWords
- Google Search Console
- Google Data Studio
- Google Tag Manager
- Google Business
- TikTok Business Center | 2021-2022
- TikTok Ads Manager | 2021 - 2022
- LinkedIn Ads
- LinkedIn Campaign Manager
- Hootsuite / Later / Buffer / Sprout Social
- Shopify Plus / GoDaddy / Wordpress / Wix
- Canva
- Airtable / Asana / Monday / Wrike