

Maite Jimenez

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EXPERIENCE

Pink Lemonade Labs

SEPTEMBER 2023 - PRESENT

Marketing Communications Specialist

- Develop and manage email and social media marketing strategies for multiple clients across diverse industries, aligning content with brand voice, target audiences and business goals.
- Coordinate influencer marketing initiatives, including campaign planning, content development and performance tracking.
- Develop, execute and schedule organic and paid social media campaigns across Instagram and Facebook.

Hudson Crop & Livestock

NOVEMBER 2023 - SEPTEMBER 2026

Digital Marketing Specialist

- Managed email, social media and website content supporting communications across the crop and livestock insurance industries.
- Executed multi-channel campaigns for product announcements, company updates and agriculture industry trends and insights.
- Analyzed email, social media and website metrics, reporting key performance insights to inform marketing strategy and engagement.
- Managed HubSpot contacts, segmentation and workflows while supporting the company rebrand across digital channels.
- Streamlined project workflows and digital asset management, improving request intake, file organization and resource sharing with agents and internal teams.

JB Poindexter & Co.

NOVEMBER 2022 - OCTOBER 2023

Digital Marketing Specialist

- Collaborated with business units to align digital marketing objectives with strategic and tactical needs.
- Built a centralized dashboard for marketing data and reporting.
- Supported the implementation of CRM and marketing automation systems.
- Managed vendor relationships and coordinated conferences and trade shows.

Zurvita

MARCH 2022 - OCTOBER 2022

Digital Marketing Coordinator

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

Marketing Coordinator

SEPTEMBER 2021 - MARCH 2022

- Designed marketing collateral for various events and product launches.
- Managed the marketing department's project priority calendar, communication calendar and deadlines.
- Developed and designed marketing emails, run reports and track results.

SKILLS

- Google Analytics 4 | Google Ads | Google Tag Manager | Google Search Console | HubSpot Marketing Hub | MailChimp | Adobe Creative Cloud (Illustrator, Photoshop, InDesign) | Storykit | Social Media Marketing | Email Marketing | Facebook Ads | Canva | Microsoft 365 (Outlook, PowerPoint, Word, Excel) | SEMrush | Hive | Wix | Website Design and Management | Data Asset Management | Widen | Project Management | Event Management | Photography | Bilingual (Spanish and English)

EDUCATION

University of Houston

Bachelors of Arts in Communication - Advertising
Minor in Marketing

DECEMBER 2020