

# Kenny Najarro

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## WORK EXPERIENCE

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- Umee** **July 2021 - Present**  
*Marketing Associate promoted to Marketing Lead* *Remote*
- Developed and executed social editorial calendars across Twitter, LinkedIn, Discord, Telegram, Medium profiles while creating all graphics and copy
    - Organically amassed over 55K+ Twitter followers, a 3253% increase, over 40K Discord subscribers, and over 1K Medium subscribers
  - Analyzed and produced monthly analytics reports to foster efficient insights and improvements
  - Led successful company rebrand from inception including ideation and execution spanning various internal teams and agencies
  - Implemented market research to enable best practices in the cryptocurrency/blockchain sector
  - Collaborated with aligned business peers to establish partnerships (AMAs, implementations, etc.)
  - Established and accelerated project management practices amongst team members using platforms such as Asana
- Tampa Steel & Supply** **Sept. 2020 - July 2021**  
*Marketing Director* *Tampa, FL*
- Developed and executed social editorial calendars across Twitter, Instagram, Facebook, LinkedIn profiles while creating all graphics and copy
    - 31.8% increase in Twitter followers and 81.9% increase in LinkedIn followers
  - Delivered bimonthly newsletters in English and Spanish
  - Utilized scheduling tools such as HopperHQ to promote efficiency
  - Produced weekly analytics reports including social/website traffic/Google Analytics metrics
  - Fostered relationships with industry-relevant influencers and artists
  - Lead and problem-solved synchronization launch between ecommerce website and inventory management system
- Vertigo Media Group** **Oct. 2019 - April 2020**  
*Social Media Coordinator/Account Executive* *Bohemia, NY*
- Creation and execution of social media content calendars while managing each social account
  - Spearheaded Spanglish department - responsible for client communication to Latino markets
  - Assisted in strategy development, asset development, lead generation, and branding for designated accounts (non-profits, restaurants, political groups, etc.)
  - Conducted market research and analysis to enable best practices
- fishbat** **June 2019 – Sept. 2019**  
*Account Executive* *Patchogue, NY*
- Managed communication on client accounts/projects, including metric report review meetings
  - Accomplished content for designated accounts, including social media content calendars, newsletters, lead generation, and PR blogs for SEO link building
- Allstate Insurance Company (New York Regional Corporate Office)** **July 2018 – June 2019**  
*Sales Support Administrator* *Hauppauge, NY*
- Performed staffing and education presentations for on-boarding agents
  - Established weekly email newsletters for class offerings that increased enrollment by 100%

**Student Productions - University of Tampa**

**Aug. 2015 – May 2017**

*Marketing Executive*

*Tampa, FL*

- Designed marketing materials and curated social media channels (IG, FB, Twitter, Snapchat)

**EDUCATION**

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**University of Tampa**

**May 2018**

*BA, Creative Advertising/Public Relations - Cum Laude*

*Tampa, Florida*

- Top Student: Creative Advertising Major; Dean's List

**SKILLS**

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- **Skills:** Google Analytics; Google Ad Words; Microsoft Office; Bilingual - English/Spanish; Adobe Illustrator; Canva; Constant Contact; Mailchimp; Postfity; HopperHQ; Hootsuite; WooCommerce; Zoom; Microsoft Teams; Asana; Wordpress; Netlify; Github; Google Suite