

# 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