**Kenny Najarro**

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**WORK EXPERIENCE**

**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**

**University of Tampa May 2018**

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

▪ Top Student: Creative Advertising Major; Dean’s List

**SKILLS**

▪ **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