

Patricia Guereca

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EDUCATION

Bachelor of Science in Computer Information Systems Tarleton State University, Stephenville, Texas *May 2017*

WORK EXPERIENCE

Rodeo Dental and Orthodontics

May 2018 – December 2020

Web Designer | May 2018 - May 2019

- Work with Creative Director to design and launch a new website
- Head of website updates, troubleshooting, or adding new pages
- Expand existing site: location pages, specific imagery from each office location keeping SEO in mind
- Design and test landing pages for Ads, along with tracking through Google Analytics

Digital Marketing Lead | May 2019 - March 2020

- Promoted to Digital Marketing Lead to manage paid social media marketing with a team of four - used Facebook Business Manager, targeting various office locations with a custom audience
- Developed and managed social media accounts through organic imagery and video production as well as replying to comments - deployed to Facebook, Instagram, Google My Business, Youtube, and Twitter

Smart Scheduling Lead | March 2020 - December 2020

- Promoted to manage a remote call center of 30 team members
- Interview potential candidates, supervise training period before going remote
- Analyzed reports on average calls and appointments set, weekly coaching calls to help increase calls/appointments
- Work with Digital Marketing team to deliver patient feedback for Ads that convert

Ryan Kovach Advertising, Social Media Content Creator/Web Designer

August 2017 - May 2018

- Administrate and create social media content for Ryan Kovach brand, photoshoots for Instagram content, design graphic images through Photoshop, and write engaging Instagram captions
- Used WordPress for web development/design client projects

INTERNSHIPS

Ardent Creative, Web Development Intern

May 2016 – July 2016

- Worked with the web development team to maintain and monitor existing sites as well as new ones, QA testing sites using BrowserStack
- Improved existing HTML/CSS code on client websites, assisted the web development team as they integrated a new web hosting managing system – WHMCS

ADDITIONAL SKILLS

- Proficient in Adobe Photoshop, Premiere Pro, Lightroom
- Experience with SEO: Organic Search Ranking, Page Optimization, Image Optimization
- Broad Knowledge in Google Analytics
- Basic knowledge of HTML, CSS
- Spanish – Native