

Patricia Guereca

Fort Worth, TX 76108 | (817) 932-3538 | Patriciaguereca20@gmail.com

EDUCATION

Tarleton State University, Stephenville, Texas

May 2017

Bachelor of Science in Computer Information Systems

WORK EXPERIENCE

April 2020- present

Stonewater Roofing, Bedford, Texas

Digital Marketing Specialist

- Manage and optimize social media presence across Instagram, Facebook, TikTok, LinkedIn, and YouTube.
- Collaborate with cross-functional teams to create engaging and trend-driven social media content.
- Spearheaded the launch of the company's TikTok account, leveraging industry trends to enhance brand visibility.
- Oversee paid digital marketing campaigns across Google Ads, Meta Ads Manager, LinkedIn, and TikTok managing a monthly budget of \$4,000+.
- Qualify and distribute online leads to sales teams to maximize conversion rates.
- Develop and execute recruiting campaigns via Facebook Ads Manager and Google Ads.
- Plan and coordinate community outreach events, sponsorships, and charitable initiatives.
- Build and manage email marketing campaigns using Constant Contact.

May 2018-December 2020

Rodeo Dental and Orthodontics, Fort Worth, Texas

Smart Scheduling Lead (March 2020-December 2020)

- Promoted to lead a remote call center team of 30 members.
- Conducted candidate interviews and supervised training before transitioning employees to remote work.
- Analyzed call and appointment data to optimize team performance, providing coaching to improve metrics.
- Partnered with the digital marketing team to leverage patient feedback for ad performance optimization.

Digital Marketing Lead (May 2019-March 2020)

- Promoted to oversee paid social media marketing efforts, managing campaigns through Facebook Ads Manager.
- Designed targeted advertising strategies for multiple office locations using custom audience segmentation.
- Managed and created engaging content across Facebook, Instagram, Google My Business, YouTube, and Twitter.

Web Designer (May 2018-May 2019)

- Collaborated with the Creative Director to design and launch a new company website.
- Led website maintenance, updates, troubleshooting, and the addition of new pages.
- Expanded the site's content, including optimized location pages and imagery for improved SEO.
- Designed and tested landing pages for digital advertising, tracking performance via Google Analytics.

Ryan Kovach Advertising, Fort Worth, Texas

August 2017-May 2018

Web Designer/Social Media Content Creator

- Managed social media content strategy, including photography, graphic design, and copywriting for Instagram.
- Designed and developed client websites using WordPress.

SKILLS & EXPERTISE

- ✓ Digital Marketing: Paid Social Ads, Google Ads, Facebook Ads Manager, LinkedIn Ads, Email Marketing
- ✓ SEO & Analytics: Google Analytics, SEO Best Practices, Keyword Research, Organic Search Optimization
- ✓ Content Creation: Photoshop, Premiere Pro, Lightroom, Video Editing, Graphic Design
- ✓ Web Development: WordPress, Basic HTML & CSS
- ✓ Languages: Native Spanish Speaker