**JONATHAN COLON-RIOS**



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**SUMMARY**



Self-motivated marketing specialist offering years of experience in the digital marketing field. Passionate about combining strategy and creativity, driving new opportunities and building professional relationships. Easily adapts to changing situations/circumstances with a positive attitude. Works effectively in fast-paced, multifunctional and diverse environments.

∙ Market Research ∙ Microsoft Office ∙ Data Analytics ∙ SEO/SEM ∙ Graphic Design ∙ Website Design

# EXPERIENCE

# Digital Marketing Specialist – Paid Media 2021 – Present Dollar Tree Stores Corporation—Chesapeake, VA

Work closely with in-house Paid Media team and agency partners. Help to execute, optimize, and analyze paid media campaigns that support company initiatives while maximizing spend to yield strong ROAS results. Play a key role in improving organic search engine presence for both Dollar Tree & Family Dollar, including content and technical SEO initiatives.

* + Play a key role in the planning, execution, optimization, and analysis of search engine marketing (PPC/SEO), shopping ads, affiliate, display, paid social, online video and paid media for e-publishing (digital circulars) across mobile and desktop platforms.
	+ Assist in day-to-day communication with media agency and/or advertising vendors, understand daily performance, and create feedback loops with key internal and external partners.
	+ Utilize Google Analytics and specific vendor dashboards to find insights to ensure positive performance.
	+ Work closely with supervisor and media agency and/or advertising vendors to develop, maintain and optimize paid advertising opportunities on social platforms such as Facebook, Instagram, YouTube, Pinterest, etc.

# Social Media Coordinator 2020 – 2021 Trader Interactive—Norfolk, VA

Work with a wide variety of clients in order to satisfy both their social media & online advertising needs. Create high quality digital content for dealers on a daily basis, as well as distribute appropriate manufacturer content across various platforms. Encourage engagement from customers on social media platforms, while promoting brand awareness and reputation.

* + Create & launch digital ad campaigns to be used across a variety of online platforms; ensure proper ad spend, campaign length, quality of content, and performance are all up to the client’s requested standard.
	+ Design posts to sustain readers’ curiosity, increase audience engagement, and create buzz around new products, businesses, and special events/offerings/promotions.
	+ Research audience preferences and current trends, design implementation strategies with the use of this industry information; stay up-to-date with changes on all social platforms ensuring maximum effectiveness
	+ Measure web traffic and monitor ad performance; ensure that performance reports are distributed to clients successfully & adjust content to the dealers specific needs.

# Marketing Manager & Web Designer 2020 – 2020 Patriot Property Management—Portsmouth, VA

Manage all marketing operations on behalf of the company in order to increase brand awareness & following. Design & launch company website, manage all analytical data in order to ensure successful marketing campaigns, create copy for all company posts/announcements/engagements.

* + Create & manage multiple social media accounts on behalf of the company across numerous platforms, present creative & relevant content in order to attract the attention of potential clients.
	+ Conduct detailed analysis of all marketing activities in order to ensure the highest quality & efficiency of our marketing efforts at all times.
	+ Optimize company website & other online branches for search engines, ensure our content is being indexed & properly represented in all search engine settings.
	+ Utilize graphic design capabilities in order to conduct email campaigns, design & launch monthly newsletters, and develop creative & relevant social media content.

# Search Engine Optimization Specialist (Internship) 2020 – 2020

# Array Digital—Chesapeake, VA

Utilized SEO tactics in order to improve the online/search engine presence of a variety of clients. Researched keywords & competitor strategies in order to maintain a dominant position with search engines. Recognized the variation in audience dependent on the client’s field of work and adjust SEO operations accordingly.

* + Optimized copy & landing pages for search engine optimization in order to improve the conversion of site visitors into leads.
	+ Researched SEO trends and adjust all strategies in order to accommodate for newly found methods & maintain an edge against our client’s competitors.
	+ Maintained records of all SEO actions taken (using Microsoft Excel) in order to provide the client with a comprehensive list of all efforts & strategies used in order to assist search engine performance.

# Digital Marketing Specialist (Internship) 2019 – 2020

# Old Dominion University School of Continuing Education—Norfolk, VA

Assisted in all marketing efforts on behalf of the Continuing Education branch of Old Dominion University. Specific focus was centered on market research & analysis of competitor marketing operations/efforts. Oversaw all aspects of the marketing campaigns developed for the project management certification courses.

* + Reviewed, validated, and processed all pieces of marketing materials/content in order to ensure it establishes credibility while maintaining target audience interest.
	+ Designed infographics, flyers, and other digital marketing essentials using a variety of graphic design programs & software in order to maintain a consistent & organized brand image.
	+ Assisted in the creative & technical development of commercial & radio marketing through conducting research, attending meetings, and contacting local media outlets.

**Digital Marketing Specialist/Social Media Content Manager (Internship) 2019**

**AAFMAA Wealth Management & Trust—Virginia Beach, VA**

Managed the social media accounts of the organization, with a reach to thousands of followers across a variety of online platforms. Developed and executed a growth plan to increase social media following. Used creative strategy in order to direct positive attention to the company’s services.

* + Collaborated with graphic designers, editors, and copywriters on all marketing content in order to ensure all campaigns are up to standard.
	+ Managed the company’s social media accounts in addition to the accounts of multiple company representatives (4+ counts each, with reaching thousands of followers in total).
	+ Implemented & managed email, social, and other marketing campaigns, and ensure the reach of the company is not diminished through negligence of marketing channels.

**Public Relations Specialist (Internship) 2019**

**JDRF Atlantic—Virginia Beach, VA**

Used public relations strategies in order to communicate with partner organizations and gather support & awareness for the organization’s upcoming fundraising events. Used digital & direct marketing strategies in order to increase the company’s reach & ensure our message is being received by the appropriate audiences. (Company previously known as JDRF Hampton Roads)

* + Assisted in the planning of events & fundraisers—organizing donations and auction items with a worth totaling over $10K.
	+ Wrote newsletters & email marketing copy.
	+ Managed social media & respond to comments, reviews, messages, etc.
	+ Maintained records of event information & properly enter all data into the company’s organizational software

**LICENSES & CERTIFICATIONS**

**LinkedIn ‘Writing Ad Copy’ Certification** |Obtained September 2021

**Google Analytics, Beginner** | Obtained July 2019

**ClickDimensions, Beginner** | Obtained July 2019

**ClickDimensions, Advanced** | Obtained July 2019

**EDUCATION**

Old Dominion University

Bachelor’s in Communications/Marketing (Cum Laude Honors)