



JEANIE VELA

Digital Marketing Professional

Contacts

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🌐 versatile-freelancer.com

Certifications

Google Digital Marketing & E-commerce Professional

References

Rynthia Clements - Director
Excel Learning

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Erik Williams - Head of School
Texas Academy of Faith and Arts

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Jona Lowe
Partnership Development Specialist

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About Me

Proactive, solutions oriented digital marketing freelancer with a successful track record of driving brand equity through well-developed communications, problem solving, multitasking and organizational skills. Specializing in content creation, writing, research, web design, email, and social media management. Proficient at the development of brand ideas and concepts, creating designs, developing, and implementing effective marketing strategies and coordinating with clients for optimal results. Dedicated to providing creative, engaging and data driven content that sends a powerful message to targeted audiences while enabling clients to focus their creativity and energy on their outstanding products and services.

Experience

Marketing Committee Chair 2020 – 2024
Texas Academy of Faith and Arts

Served as Marketing Committee Chair providing strategic leadership while developing and managing initiatives to aligned with organizational goals and enhance overall marketing effectiveness.

- Directed marketing campaigns that attracted 170+ leads and boosted brand awareness by 42% annually.
- Enhanced social media reach increasing follower growth by 20% annually.
- Designed 200+ promotions elevating brand recognition within target demographics.
- Produced digital content with 100,000+ impressions building engagement and brand visibility.
- Managed multimedia projects collaborating with photographers and videographers to optimize content delivery.
- Led social media strategy overhaul achieving 33% growth in brand reach on major platforms.
- Streamlined marketing processes strengthening team productivity.
- Led website redesign improving user experience and brand visibility.
- Managed website content updates ensuring timely and accurate information delivery.
- Utilized analytics to refine strategies achieving measurable growth in audience interaction.

NOTE 1 Letters of Recommendation
Available Upon Request

Skills

- Content Creation
(Print/Digital Designs)
- Brand Development
- Strategic Market Planning
(Development & Execution)
- Copywriting
- Market Research & Data
Analysis
- SEO and SEM
- Meta for Business
- Social Media Management
(LinkedIn, Instagram,
Facebook, X, YouTube)
- Web Design/Maintenance
(WordPress, WIX)
- Management Tools (Hubspot,
Hootsuite, Buffer)
- Email Marketing (Mailchimp,
Constant Contact, Website
Integration)

NOTE 2 Extended Resume Available
Upon Request

Marketing Director Excel Learning Academy

2022 – 2023

Served as the Marketing Director spearheading marketing initiatives, driving brand awareness and engagement through innovative campaigns.

- Led branding strategies increasing website traffic and attracting over 100 new users monthly.
- Amplified organic search leads by 55% through strategic SEO and keyword research.
- Enhanced brand reach by 70% with a targeted content marketing strategy.
- Designed 320+ digital campaigns achieving an 82% rise in social media engagement.
- Identified top competitors to drive innovation and improve market positioning.