

DAMIEN J. GOMEZ



Hello there. My name is Damien Gomez and I am a true marketing junkie. I enjoy everything about it. Every detail from the initial campaign structuring, the graphics development, SEO strategy, to the ROI data analysis. I'm all over it.

Now, although my education in marketing may not come from a traditional background, I have proven to know my trade. I excel in almost any environment and can handle multiple projects, even in the most extreme situations.

EXPERTISE

Developing content rich and profitable campaigns across multiple marketing channels; establish a larger online and local presence to a highly targeted audience.

TECH SKILLS

Facebook Marketing/Ads	<div style="width: 90%;"></div>
WordPress	<div style="width: 85%;"></div>
Email Marketing	<div style="width: 80%;"></div>
Adobe Photoshop	<div style="width: 75%;"></div>
SEO/SEM	<div style="width: 70%;"></div>
Script/Sales Writing	<div style="width: 65%;"></div>

REFERENCES

Danny Arrona

Side Action Apparel | Owner
(626) 485-7715

Kevin Armstrong

Top With Tyler | Client
(949) 337-5475

Julie Cameron

Crossfire Crosstraining & Krav Maga | Owner
(951) 203-2321

WORK EXPERIENCE

MARKETING MANAGER

Chief Holdings | HolistaPet & Chief Botanicals | 2019-Present

Oversee and manage the daily operations and projects for the entire Marketing Department that includes; email marketing, online and print graphics, packaging, SEO, SEM, paid ads, Amazon, web development, writing staff, and sale team support.

WEB DEVELOPER, MARKETING DIRECTOR

Side Action Apparel | 2014-2018

Oversee the digital marketing efforts for the entire SideActionApparel.com network using best practice in Social Media, Content Marketing, Email Marketing and various platforms to maximize growth and revenue for the company. Develop new scalable approaches to content marketing through paid media and SEO.

Design, code and modify website, from layout to function and according to the company's specifications. Ensure site is visually appealing and features user-friendly design and clear navigation.

WEB DEVELOPER, SOCIAL MEDIA MANAGER

TopWithTyler.com | 2012-2018

Developed content strategy and brand awareness. Generated inbound traffic and cultivated an interest from sponsors. Expanded the organic and viral reach of both site and social media accounts by increasing user engagement. Monitored, listen and respond to users in a "Social" way while cultivating more followers and credibility. Designed and created graphics(ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, and blog). Designed, created and managed promotions and Social ad campaigns.

Designed, coded and modified website, from layout to function in accordance with the client's specifications. Ensured site was current with modern styling and design.

FACEBOOK MARKETING CONSULTANT

Boy Scouts of America, CureDuchenne, Crossfire Crosstraining & Krav Maga, Travel Dirty, Jeunesse Global | 2010-2012

Developed essential planning for strategic advertising campaigns and provided an understanding of how to map and integrate social media strategy with existing corporate objectives. Created highly targeted custom audiences, custom fan pages, and high quality graphics.

PHONE (714) 421-2530

EMAIL damien@damiengomez.com

DJG