

Mayde Rodriguez

Miami, FL | [LinkedIn](#) |

WORK EXPERIENCE

American Standard **Remote**

Paid Social Campaign Manager *September 2021 – February 2024*

- Responsible for managing Lead Generation paid social campaigns for Lixil Home Services.
- Create and manage Facebook and Display lead generation campaigns for the department
- Develop foundation for geo-focuses lead generation campaigns
- Building out and insourcing digital media buying capability and improve marketing cost
- Developing multi-channel attribution framework to better understand customer touch points and marketing efficiency across channels
- Creating monthly testing plan for Facebook campaigns
- Developing integrated social campaign attribution management reporting
- Collaborating with graphics team to create new creative for campaigns
- Managing relationship with paid social media agency

Ihuma Agency **Miami Lakes, FL and Remote**

Digital Advertising Account Executive *October 2017 - September 2021*

- Responsible for managing marketing accounts for franchises
- Calling clients and providing reporting and insights to campaigns as well as next best steps
- Optimizing campaigns for maximum performance. This included Facebook, Google, YouTube, Spotify, Pinterest, and Geodisplay.
- Working with different teams in the organization to make sure clients' needs are met such as working with a graphics team to receive images/videos and social media team to receive copy.
- Ensuring campaign launches are successful including making sure targeting is correct, lead forms, ads, UTM codes and landing pages are working properly.
- Setting up digital advertising campaigns for the agency's different clients. This includes Facebook campaigns, Call Tracking through Mongoose, Landing Pages through Unbounce, and Google Adwords search/display campaigns.
- Monitoring 300+ Facebook campaigns optimizing each one for maximum performance. These include lead generating, conversions, event response, remarketing, and likes campaigns.

Safari Ltd. **Miami Lakes, FL**

Marketing Assistant *July 2015 – September 2017*

- Responsible for all of the company's social media channels including Facebook, Twitter, Instagram, YouTube, Pinterest, Wordpress and LinkedIn
- Creating content for all social media platforms while maintaining a consistent company voice through written and digital content
- Creating monthly e-mail newsletters and managing email lists through Mailchimp.
- Updating website pages through Magento. (Uploading product images, text, up sells, cross sales, prices, deals, etc.)
- Analyzing website metrics and insights through Google Analytics to provide recommendations on best course of action.

Certifications

- Meta Certified Media Buying Professional
- Meta Certified Media Planning Professional
- Google Analytics, Search, Video, Display and Mobile Ads Certified
- Snapchat Advertising Essentials

EDUCATION

Florida International University **Miami, FL**

Bachelor of Science in Communications. Digital Media Studies (GPA: 3.5) *Graduation Date: May 2015*

- Organizations/Awards: Dean's List

Miami Dade College **Miami, FL**

Associate in Arts Degree (GPA: 3.5) *Graduation Date: May 2013*

- Organizations/Awards: Dean's List

SKILLS & INTERESTS

Skills: Facebook Ads | Lead Generation | Google Ads | Microsoft Ads | Snapchat Ads | CRM | Photoshop | Adobe Premiere

Interests: Marketing & Operations, Analytics, Photography, Gaming