

Selena Escutia

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Professional Summary

As a seasoned Marketing Professional with a proven track record of driving significant growth on various digital platforms, I excel in leading content strategy and video storytelling. I have successfully managed websites, coordinated cross-departmental campaigns, and developed data-driven reports to align marketing strategies with organizational goals. My expertise includes boosting user engagement, achieving high open rates for emails, and ensuring brand consistency through website maintenance. With skills in content strategy, website management, and campaign performance analysis, I am well-equipped to excel in any dynamic marketing role.

Core Competencies

Digital Marketing | SEO/SEM | Content Creation | Social Media Management | Email Marketing | Web Maintenance & Optimization | Campaign Planning & Execution | CRM Systems (HubSpot) | Project Coordination | Stakeholder Engagement | Adobe Creative Suite | Paid Social Campaigns | Analytics & Reporting | Community Engagement | Content Calendars | Short-form Video Strategy | Social Media Scheduling Tools | Trend Monitoring

Professional Experience

Digital Marketing Specialist | Port Houston, Houston, TX

April 2024 – Present

- Increased LinkedIn followers by 16.86%, Facebook by 26.94%, Instagram by 10.43%, and YouTube subscribers by 21.11% through strategic content planning and video storytelling.
- Drove a 31.06% year-over-year increase in website page views by leading performance audits and implementing UX enhancements.
- Executed department-wide digital campaigns with a 29.85% open rate in stakeholder emails.
- Managed website revisions, plugins, and content to maintain brand consistency and improve engagement.
- Built analytics dashboards to measure and report campaign performance, aligning with organizational goals.

Senior Project Coordinator | Mountaintop Consulting, Houston, TX

November 2021 – February 2024

- Led social media marketing and SEO strategies across four channels, increasing LinkedIn followers by over 1,000 in one year.
- Delivered excellent service as liaison between clients and internal teams, managing onboarding and project milestones.
- Created marketing collateral and email campaigns while ensuring alignment with brand identity.
- Utilized CRM tools to manage client lists, data assessments, and campaign workflows.
- Prepared training materials and provided real-time technical support for online sessions.

Marketing Specialist | LinkedAll Aerial Solutions, Houston, TX

October 2020 – November 2021

- Executed \$10K/month marketing budget to drive brand visibility and lead generation.
- Built and maintained blog and email campaigns for a subscriber base of 5,000+, supporting product marketing across eight industries.
- Directed social content and paid campaigns that doubled follower growth within five months.
- Produced trade shows and webinars showcasing products for public safety, agriculture, and energy sectors.
- Oversaw video and photo production to demonstrate drone applications in multiple markets.

Graphic Designer | You Squared Media, Houston, TX

May 2019 – October 2020

- Designed multimedia campaigns for 22 clients across 7 industries, including social media, email, and print.
- Collaborated with account managers to develop creative assets aligned with marketing objectives.
- Mentored interns by assigning and reviewing design tasks to maintain quality control.

Education

Bachelor of Arts in Advertising, Jack J. Valenti School of Communication - University of Houston, Houston, TX

Bachelor of Arts in Art, Kathrine G. McGovern College of the Arts - University of Houston, Houston, TX