

Selena Escutia

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Professional Experience

Digital Marketing Specialist

Port Houston, Houston, TX

April 2024 – Present

- Spearheaded content strategy and video storytelling efforts across digital platforms, contributing to digital growth, increasing LinkedIn followers by 16.86%, Facebook followers by 26.94%, Instagram followers by 10.43%, and YouTube subscribers by 21.11% in one year
- Managed and optimized Port Houston's website performance, resulting in a 31.06% year-over-year increase in page views and improved user engagement through regular analytics audits and UX enhancements
- Coordinated digital campaigns across departments, including the planning and execution of stakeholder emails, achieving a 29.85% open rate in the most recent campaign
- Directed ongoing updates and plugin maintenance for the Port Houston website, serving as the primary point of contact for revisions, while ensuring consistent brand voice across all channels
- Developed data-driven reports and dashboards to monitor campaign performance and inform strategy, aligning marketing initiatives with organizational priorities and trends in public engagement

Senior Project Coordinator

Mountaintop Consulting, Houston, TX

November 2021 – February 2024

- Managed multi-platform campaigns, social media marketing, and SEO strategies across 4 channels, achieving a 1,000-follower growth on their LinkedIn platform within the first year of management, while also spearheading email marketing design and print deliverables
- Acted as a key link between clients and the Mountaintop team, delivering exceptional customer service to clients and consultants
- Managed client onboarding, collaborated with internal teams on project documentation, and created work plans using project management systems
- Analyzed client assessment data, maintained client lists in CRM systems, and followed established workflow processes while tracking project progress
- Provided comprehensive training support, including preparation of materials, technical assistance during online sessions, and fostering strong client relationships through clear communication and creative problem-solving

Marketing Specialist

LinkedAll Aerial Solutions, Houston, TX

October 2020 - November 2021

- Ensured that the \$10K/month budget was properly executed to maximize sales and prospect generation
- Managed website and blog creation which included 25 different products that are used over 8 different industries
- Created email campaigns to a 5,000 and growing subscriber address book to increase brand awareness
- Managed 4 social media accounts by creating content and running paid campaigns which doubled followers in five months
- Planned and executed webinars and trade shows to educate and showcase new products to potential clients
- Directed video and photo productions to demonstrate how our products can be properly used in different industries that included law enforcement, oil and gas, and agriculture, etc.

Graphic Designer

You Squared Media, Houston, TX

May 2019 - October 2020

- Designed media for advertising that was used for social media, email campaigns, flyers, and branding for 22 clients that spanned over 7 different industries
- Collaborated one on one with 5 account managers to properly integrate their ideas with my design techniques to ensure that marketing campaigns ran successfully
- Supervised and mentored interns by giving them responsibilities, design tasks, and ensured they were properly executed before submitting

Education

Jack J. Valenti School of Communication, University of Houston, Houston, Texas

Bachelor of Art in Advertising

Kathrine G. McGovern College of the Arts, University of Houston, Houston, Texas

Bachelor of Art in Art