

Leslye Montero

Marketing Coordinator

EXPERIENCE:

SYNERGY GLOBAL HOUSING

Marketing Coordinator

10/22-07/23

- Generated website content and personalized pages for corporate partners, incorporating links, forms, and downloadable content.
- Played a key role in the development and execution of digital marketing campaigns, encompassing social media and email marketing.
- Conducted market research to identify trends and strategically planned upcoming brand awareness content and social media posts.
- Monitored and analyzed campaign performance using tools such as Google Analytics and SEMrush, while also updating the company website to align with branding and relevant content.
- Conducted SEO and SEM research for website optimization, focusing on title tags, meta descriptions, and ALT text.
- Collaborated with various teams particularly with Business Development, to fulfill marketing requests and ensure cohesive strategies.

STRAIGHT NORTH

Associate Project Manager

06/22-09/2022

- Oversee the development of web projects from the inception stage to the live site
- Collaborate with SEO, Marketing, Development, and Design team to complete site
- Meet with clients to assure scope and deliverables are being met according to schedule.
- Troubleshooting and testing prototypes, as well as monitoring the live deployment of the product.

TECH USA

Account Executive

04/2018- 03/2020

- Head construction and engineering industry, focusing on contract and direct hire placements, as well as develop Jr. level recruiters
- Developing, and managing multiple accounts of Commercial, Civil, Design Build, industrial, MEP, and Architectural clients

AT&T

Retail Sales Consultant

01/2015-11/2017

CONTACT:

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<https://www.leslyemontero.com/>

EDUCATION:

DePaul University

09/2020-03/2022

Bachelor: Business Management

William Rainey Harper College

Associates in Art

CERTIFICATIONS:

- Google Analytics
- HubSpot
 - Digital Marketing
 - Social Media

SKILLS:

- Business Development & Website Management
- Project Management & Leadership skills.
- Proficient in Microsoft Office Suite (Outlook, Word, Excel, and PowerPoint),
- Experience with SEMrush, Ahrefs, Canva, Adobe, Active Campaign, ChatGPT, AI, CRM, CMS, HTML, & form building.
- Strong organizational and communication skills.
- Experienced in social media management.
- Fluent in Spanish