

# ADAHLI TREJO

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## EDUCATION

**UCLA Extension** | Creative Writing Certificate | In Progress

**University of San Diego** | Bachelor of Business Administration, International Business and Marketing | December 2018

**Colorado State University** | **Semester at Sea** | Study Abroad Semester Program | Spring 2017

## PROFESSIONAL EXPERIENCE

**Fortune Brands Innovations | Emtex, Schaub & Company | Marketing Communications Coordinator** | July 2019 - Present

- **Content Strategy:** Collaborate with senior management to develop and execute content strategies, ensuring alignment with company goals and brand voice.
- **Content Creation:** Write and edit compelling copy for websites, blogs, newsletters, email campaigns, and print materials, contributing to a stronger online and offline presence.
- **SEO & Analytics:** Optimize website content for SEO, improving organic search rankings and driving increased traffic.
- **Influencer Marketing:** Negotiate and manage partnerships with influencers, processing trade-out orders, tracking deliverables, and ensuring alignment with brand messaging and budget guidelines.
- **Team Collaboration:** Collaborate closely with the design team and senior management to create and refine print and online marketing materials, ensuring consistency and alignment with brand standards.
- **Trade Show Planning:** Collaborated with cross-functional teams to plan and execute trade shows, ensuring seamless event coordination and brand representation.
- **Social Media Management:** Created and scheduled social media posts, maintaining a consistent brand voice and engaging with target audiences.
- **Performance Reporting:** Composed and distributed monthly reports on digital marketing KPIs using Sprout Social, Iconosquare, and Fresh Brew Digital, providing actionable insights to senior leadership, including the President and Sales Directors.

**University of San Diego Electronics Recycling Center | Marketing Intern** | June – Dec. 2018

- **Digital Marketing:** Managed a \$10,000/month Google Ads budget, developing strategic ad campaigns and analyzing online traffic data to optimize performance.
- **Social Media Management:** Monitored and updated all social media channels and the organization's website, ensuring consistent brand messaging and engagement.
- **Content Creation:** Designed print and online publications, including a monthly newsletter, and integrated them into the strategic marketing plan.
- **Customer Support & Sales:** Assisted with online sales and provided customer service support, contributing to a positive customer experience.

**Alpha Pi Sigma Sorority Inc, Rho Chapter | President, Marketing & Public Relations Chair** | May 2015 – Dec. 2018

- **Website Management:** Designed and maintained the chapter's website, writing and regularly updating all website copy to ensure accurate and engaging content.
- **Social Media Management:** Produced original content and managed the chapter's social media channels, adhering to national brand guidelines and increasing audience engagement.
- **Recruitment Marketing:** Designed and created all marketing materials for recruitment initiatives, supporting successful membership growth.
- **Leadership:** Served as Chapter President, overseeing operations, leading a team of officers, and managing strategic initiatives to support the organization's mission.

**Joan B. Kroc School of Peace Studies at the University of San Diego | Student Assistant** | Sept. 2014 – May 2018

- **Marketing & Content Creation:** Collaborated with the Communications & Marketing Manager to create graphics (Canva), write social media content, and proofread articles for the school's website, ensuring consistent brand messaging.
- **Outreach & Recruitment:** Supported enrollment initiatives by promoting programs via flyer distribution, social media outreach, and expanding the master's program mailing list using MailChimp.
- **Event Planning:** Assisted in planning and executing events to engage the community and increase enrollment.

## SKILLS

**Content Creation & Strategy:** Copywriting, Content Creation, Blogging, Storytelling, Social Media Strategy, Influencer Marketing

**SEO & Analytics:** SEO, Google Analytics, Keyword Research, Performance Reporting, A/B Testing

**Tools:** WordPress, MailChimp, Sprout Social, Iconosquare, Canva, Cision, InfluenceKit, G-Suite

**Languages:** English (Native Proficiency), Spanish (Native Proficiency)