

Kevin Jacques

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As a driven and creative commercial filmmaker, I am now pursuing a new challenge in the Tech and Digital Marketing World. My passion for web development, expertise in digital media production, and work experience in sales and marketing give me a unique perspective on effective communication using technology. With advanced skills in HTML, CSS, and JavaScript, I am constantly seeking opportunities to expand my knowledge and capabilities. I bring my passion, creativity, and technical skills to the table as a quick learner, and I am eager to create engaging and effective projects to make an impact in this space.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

SEO Specialist

PostcardMania - Clearwater, FL

January 2022 to Present

Apart of a 3 person remote team, managing over 20 clients, generating over \$70,000 monthly

Responsibilities

- Conduct full-scale SEO audits for customers.
- Perform keyword research.
- Implement on-page optimization strategies, including writing metadata, alt text, subheads, and new content
- Edit and Maintain clients' websites.
- Collaborate with the web team to communicate technical issues and potential fixes.
- Analyze search trends and data from Google Analytics, Google Search Console, Google Tag Manager, and local search engine ranking tools to drive SEO strategy.

Marketing Director

Gutters, Spouts, N Guards Corporation - Saint Petersburg, FL

December 2021 to December 2023

- Develop and execute comprehensive digital marketing strategies encompassing SEO, SEM, email marketing, and social media, resulting in increased revenue month after month.
- Responsible for recruiting, hiring, training, developing, and managing a team of Event Marketers to build brand awareness and generate sales leads throughout designated areas.
- Responsible for developing and executing strategic marketing initiatives within designated areas to drive brand awareness, customer engagement, and revenue growth.

Digital Marketing Manager

Prime Network INC. - Tampa, FL

March 2020 to December 2021

- Ran successful ad campaigns on Google and Facebook to recruit new contractors
- Created all content for the website and Ads from scratch.

Communications Technician

Prime Network INC. - Tampa, FL
February 2019 to February 2020

- Self-Managed.
- Responsible for selling and installing residential and commercial cable, internet, and telephone services.
- Assisted in basic IT support.

Headend Communications Technician

Fire Wirez LLC - Tampa, FL
May 2018 to August 2019

Worked in Atlanta, GA, Knoxville, TN, Philadelphia, PA, & Chicago.

- Led a crew of six splits into three teams spread out across the US.
- Installed devices on MDFs and IDFs such as racks, panels, cabinets, and all electronics associated with IPTV, RF, Voice, and Data.
- Provided field support in the following areas: equipment delivery coordination, equipment installation of batteries, rectifiers, inverters, patch panels, fiber optic enclosure, UPS Systems, and associated the infrastructure used in telecommunications networks.
- Repaired or replaced damaged or faulty items in a timely manner to ensure maximum network availability

Communications Technician

Kable Link Communications - Tampa, FL
February 2016 to February 2019

- Self-Managed.
- Responsible for selling and installing residential and commercial cable, internet, and telephone services.
- Assisted in basic IT support.

Communications Technician

Knight Enterprises LLC - Clearwater, FL
May 2013 to June 2016

- Self-Managed.
- Responsible for selling and installing residential and commercial cable, internet, and telephone services.
- Assisted in basic IT support.

Education

Bachelor's degree in Criminology

University of South Florida St. Petersburg - Saint Petersburg, FL
August 2010 to June 2015

Skills

- Branding
- WordPress
- Outside Sales
- Analytics
- Content Management
- Search Engine Optimization (SEO)
- Digital Marketing
- Time management
- Google Ads
- HTML5
- Web Design
- Content Creation
- Keyword Research
- Metadata
- adobe creat
- Team management
- Creative writing
- Blogging
- SEM
- Google Analytics
- SEO Tools
- Google Search Console
- Email Marketing
- CSS
- Web Development
- Facebook Advertising
- JavaScript
- Direct sales
- PPC Campaign Management
- Social Media Management
- IT Support
- Content Development
- E-Commerce
- Lead generation
- Copywriting
- Social media marketing
- Video editing
- Video production

- Figma (1 year)
- Google AdWords
- Software development
- Sales
- Outside sales
- Marketing
- Recruiting
- Events management
- HubSpot
- E-commerce
- Project management
- Branding
- AI
- Content development
- Hospitality
- Digital marketing
- Google Docs
- SEO
- Adobe Illustrator
- WordPress
- Graphic design
- Adobe Photoshop
- MailChimp
- Content creation
- Product development
- Adobe Acrobat
- Email marketing
- Content management
- Marketing automation
- Social media management
- Web development
- Photography
- Google Ads
- Google Analytics
- Website management
- Website maintenance
- SEO tools
- SEM
- Adobe After Effects
- Adobe Premiere

- IT support
- Adobe Creative Suite
- Salesforce Marketing Cloud
- Account management
- Facebook Advertising

Links

<https://meetkevinjacques.com/>

Certifications and Licenses

Health Insurance License

Life Insurance License

Search Engine Optimization (SEO) Specialization Certificate

University of California Davis | Coursera

Data Analytics Professional Certificate

Google | Coursera

- R programming
- SQL
- Python
- Tableau

Social Media Marketing Professional Certificate

Meta | Coursera

Digital Marketing & E-commerce Professional Certificate

Google | Coursera

- Search Engine Optimization
- PPC Advertising
- Social Media Marketing
- Email Marketing
- Mobile Marketing
- Analytics

Full-Stack Development

Full stack web development boot camp | #100devs

Front-End Development

Online coding academy with one on one mentorship. | CodingPhase.com

Digital Content Planning and Management

University of Illinois | Coursera