

# JIMMY SENG

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## EXPERIENCE

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2019 - Present

### MIXED IDEAS

#### Founder/Marketing Director

- Led a team of 6 multidisciplinary individuals delivering marketing, graphic design, and software engineering services to 8 clients across many industries in our first two years.
- Acted as a primary marketing consultant to create comprehensive marketing plans that tie in with their brand image.
- Pursued clients by creating marketing tools and content aimed to teach marketing topics.
- Designed websites for clients that optimize for SEO and implemented UI/UX best practices that drive conversions and client goals.

2018 - Present

### ALTEST CORPORATION

#### Digital Marketing Manager

- Created company website that prioritizes quote form submissions through effectively designed landing pages, calls to action, and UI/UX design which increased monthly quote requests by an average of 72%.
- Managed firm's advertising budget of \$50,000 yearly ad spends on Google Ads creating, executing, and optimizing campaigns that saw a monthly increase of site traffic by 15% for three consecutive quarters.
- Oversaw lead nurturing through an automated email campaign using A/B testing and segmentation which qualified leads to be handed off to account executives.

2016 - 2018

### ALTEST CORPORATION

#### Digital Marketing Associate

- Created and presented marketing and sales strategies to upper management and account executives to increase sales and customer retention.
- Implemented Salesforce CRM and acted as admin while onboarding account executive and sales staff.
- Crafted ideal customer personas and sales strategy that ties in digital marketing to qualify leads for account executives increasing conversion rates from an average of 25% to 45%.

## EDUCATION

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2014 - 2018

### BACHELOR OF SCIENCE, BUSINESS ADMINISTRATION (MARKETING CONCENTRATION)

#### San Jose State University

- Academically recognized for social media marketing research and simulation using Mimic Social.
- Achieved high evaluation scores in Salesforce lab systems and research analysis with SPSS, analyzing demographic data and consumer behavior trends.
- Extra coursework on effective and strategic product development as a product manager.

## SKILLS

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- Adobe Creative Suite
- Salesforce Certified Pardot Specialist
- CRM: Salesforce, HubSpot
- PHStat, IBM SPSS
- Google Analytics Certified
- Email Design & Marketing
- Optimization: A/B Testing, Segmentation
- Web Design, UI/UX
- SEO: Copy Writing, Keyword Research

## ADDITIONAL INFORMATION

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2018 - 2018

### ALPHA PHI OMEGA

#### Public Relations/Historian

- Inducted into a national professional leadership development and community service organization.
- Quickly rose to become a voted-in public relations officer and historian, combining business experience in hosting workshops.
- Logged upwards of 30+ service hours a semester, bettering my local community.