

# Joseán Daal

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LinkedIn: [linkedin.com/in/josean-daal](https://www.linkedin.com/in/josean-daal) | Portfolio: [joseandaal.com](http://joseandaal.com)

10 years of experience in marketing, including six years as an in-agency graphic designer, and the last four years as a Digital Marketing Manager for a restaurant group. Responsible for planning and executing all digital marketing, including social media paid advertising, paid search, display ads, email marketing, and hands-on creative assets production. Bilingual: Spanish/English. Traveled to over 30 countries. Open to working internationally.

## Skills

**Digital Marketing:** SEO/SEM/PPC, Strategy and Optimization, Remarketing, Email Marketing, Paid Social Media, Lead generation, Conversion Funnels, A/B Testing, Customer Relationship Management

**Creative:** Asset Creation and Management, Branding and Identity, Website Strategy and Design, Photography

**Programs:** Google Marketing Platform, Facebook Ads, WordPress, Mailchimp, Hootsuite, Adobe Creative Suite, G Suite

## Career History

### El Chile Group | March 2016 – Present | Austin, TX

Digital Marketing Manager

- Plan and execute all digital marketing, including social media paid advertising, paid search, display ads and email marketing
- Produce all creative assets: graphic design, web design, and photography
- Cooperated with Public Relations Company for inclusion in industry website for building backlink library

### Lease Labs | August 2010 – February 2016 | San Diego, CA

Graphic Designer

- Designed templates for an online marketing platform that allows users to design, customize, and edit apartment flyers, banners, apartment newsletters, business cards, stationery, and a wide variety of promotional items
- Worked remotely, while receiving, responding, and following through with verbal and written instructions from team members

### Austin Independent School District | July 2005 – January 2007 | Austin, TX

Elementary School Teacher

- Adapted curriculum to fit students needs providing individual and small-group instruction when necessary
- Prepared unit and lesson plans for courses of study, following curriculum guidelines

## Projects

### Digital Marketing Certification | November 2019 – May 2020 | Austin, TX

#### Book People Reward Program

- Formulated a channel mix for each stage of the funnel
- Indicated specific KPIs to analyze for optimization
- Retargeted website visitors, a custom facebook audience built with an email database, and a facebook look-alike audience with Facebook Ads
- Set a goal to have 10% repeat customers within a 6 month period
- Link: <http://joseandaal.com/portfolio/book-people/>

### El Chilito Holiday Tamale Sale | December 2019 | Austin, TX

#### Digital Marketing Manager

- Built Facebook Ad campaign targeting a radius of 4 miles from the locations
- Retargeted Facebook users that visited the restaurant website, those that belonged to our email database, and those that fit the lookalike audience
- Doubled online sales as compared to the previous year
- Achieved a ROAS of 4:1
- Link: <http://joseandaal.com/portfolio/el-chilito-holiday-tamales-online-sale/>

## Education

### University of Texas at Austin

*Certificate in Digital Marketing* (currently enrolled)

Intensive 24-week long bootcamp dedicated to digital marketing strategy, digital advertising, data organization, automation, website and campaign optimization. Skills learned consist of Google Analytics, Facebook Insights, Customer Relationship Management software (CRMs), MailChimp, HTML/CSS, and more.

### University of Texas at Austin

*Bachelor of Arts in Sociology*

*Bachelor of Arts in Spanish*

*Minor in French*

### San Diego City College

*Associate Degree in Graphic Design*