

GALEL FAJARDO

Digital Marketing Professional

PERSONAL PROFILE

Enthusiastic marketing entrepreneur with experience in performance psychology, education and health industries.

MARKETING HIGHLIGHTS

- Wrote & taught digital marketing curriculum approved by the ACCSC at Fremont College in Cerritos, CA.
- Implemented marketing plan that led to 162% increase in traffic for non-profit client in scholastic esports in 2020.
- \$5.7 million in revenue generated for health supplement client in 2020, a 52% increase year-over-year.

CONTACT INFORMATION

Direct: 714-478-9221
Email: galel@galelfajardo.com
LinkedIn: <https://www.linkedin.com/in/galel>

WORK EXPERIENCE

DIGITAL MARKETING CONSULTANT

Patriot Marketing, LLC, 2009 to Present

- Strategize and manage client organic and paid advertising strategies
- Create and manage email marketing, PPC, social and display ads
- Drive revenue growth via affiliate marketing and e-commerce
- Audits of SEO (on & off page), paid ad campaigns, and organic social media strategy
- Copywriting for landing pages, advertisements, email campaigns, social media posts
- On-page conversion rate optimization by improving web design and UX
- Create and optimize funnels for e-commerce, abandoned carts & lead generation

DIRECTOR OF MARKETING

Allied Business Schools, Inc., 2014-2016

- Drive revenue growth by generating enrollments for Allied Real Estate School, Allied Medical School, and Allied American University
- Managed an annual marketing budget of \$2.6 million
- Managed a team of 11 marketing employees to generate leads for admissions department and generate enrollments via e-commerce
- Added \$1.2 million in top-line revenue via \$150,000 in Facebook ad spend in 2015

ACADEMIC BACKGROUND

NATIONAL UNIVERSITY

Master of Arts with Distinction in Performance Psychology (2017)

Coursework Included:

- Performance Psychology in Corporate Populations
- Performance Psychology in Alternate Populations (Military/Law Enforcement/Medicine/Athletics/Performing Arts)
- Sport and Performance Psychology
- Organizational Behavior
- Counseling in Performance Psychology
- Motor Behavior
- Psychopathology
- Theories of Behavior Change

UNIVERSITY OF CALIFORNIA AT IRVINE

Bachelor of Arts in Political Science, Minor in Humanities and Law (2004)

- ASUCI Judicial Board Chair
- Sigma Phi Epsilon Fraternity

NON-PROFESSIONAL ACTIVITIES

- Host & producer of 3 podcasts: The Affiliate Report, 12 for 12 with Gerry Davis, and Improve Daily
- Costa Mesa Police Department, Emergency Radio Communicator (Non-Sworn Position)
- California Little League District 62 - Staff Umpire & District Training Coordinator