



CATHERINE DE JESUS

CONTENT WRITER & PRODUCT MARKETER

📞 682-270-8035 | 682-712-1861

✉️ catherine@adventtrinity.com

🌐 www.adventtrinity.com

📍 2909 E. Arkansas Ln., Suite C - 34,
Arlington, Texas 76010

EDUCATION

Bachelor of Business Administration in Marketing

University of North Texas

2022-2024

CERTIFICATIONS

Microsoft Office Specialist: Excel Associate (Office 2019)

HubSpot Content Marketing

HubSpot Digital Marketing

HubSpot Email Marketing

HubSpot SEO

HubSpot Social Media Marketing

HubSpot Inbound Marketing

HubSpot Utilizing Marketing Automation and AI

HubSpot Behavior Marketing

Professional Summary

Proficient in content creation, product marketing, and focusing on driving brand growth and customer engagement through innovative strategies. Skilled in using tools like Figma and ChatGPT to create engaging campaigns and visually compelling materials, as well as leveraging SEO, social media strategy, and analytics to enhance online presence and marketing performance. Demonstrates excellence in managing complex projects, collaborating effectively with cross-functional teams, and delivering results-driven marketing solutions that support business growth and customer retention. Recognized for creativity, strategic thinking, and technical expertise in crafting impactful marketing initiatives.

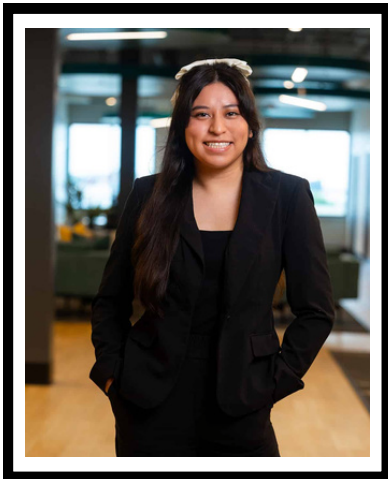
Skills

- **Content Management:** Overseeing, maintaining, and updating content across platforms to ensure it remains consistent, relevant, and aligned with brand goals.
- **SEO (Search Engine Optimization):** Executing comprehensive on-page and off-page SEO strategies to enhance website visibility and search engine rankings.
- **Copywriting:** Crafting engaging and persuasive copy for diverse platforms, including websites, blogs, social media, and advertisements.
- **Copyediting:** Reviewing and refining content to ensure clarity, coherence, and correctness. Correcting grammatical errors, improving sentence structure, and enhancing overall readability.
- **Email Marketing:** Developing and launching targeted email marketing campaigns to engage leads, build relationships, and drive measurable conversions.
- **Project Management:** Overseeing content-related projects from conception to completion, ensuring timely delivery and quality. Coordinating with team members and stakeholders to align efforts and achieve project objectives.

Professional Experience

May 2024 - Present Advent Trinity Marketing Agency | Arlington, Texas Content Writer & Product Marketer

- **Content Creation:** Create and oversee the production of engaging blogs, website content, social media graphics, marketing emails, and press releases.
- **SEO:** Implement on-page and off-page SEO strategies to improve website visibility and ranking on search engines.
- **Project Management:** Oversee content-related projects from conception to completion, ensuring timely delivery and quality.
- **Email Marketing:** Design and implement email marketing campaigns to nurture leads and drive conversions. Segment email lists and personalize content to increase open and click-through rates.



CATHERINE DE JESUS

CONTENT WRITER & PRODUCT MARKETER

TECHNICAL SKILLS

Adobe Premiere Pro
AIOSEO
Canva
ChatGPT
e-Clincher
Figma
Google Analytics
HubSpot
MailChimp
Prowly
Semrush
Tango
Vidyard
WordPress

AWARDS

Magna Cum Laude

Denton, Texas, United States
University of North Texas

Dean's & President's List

Denton, Texas, United States
University of North Texas

Key Contributions

- AdventTrinity.com: Created engaging blogs, press releases, and new web page content to enhance the company's online presence and brand messaging.
- TwinstoneHats.com: Authored compelling blogs focused on cowboy attire, culture, and fashion, alongside press releases highlighting product launches and new branding initiatives to captivate the target audience.
- YbarraFirm.com: Developed clear, engaging, and SEO-optimized website content to drive user engagement and improve search engine visibility.

Jan 2024 - May 2024

University of North Texas | Denton, Texas

Student / Marketing Plan for Subscription Box

- Marketing Plan Development: Collaborated with a team to create a comprehensive marketing plan for a subscription box project, aligning strategies with market trends and audience preferences to drive engagement and growth.
- Content Creation: Played a key role in crafting compelling and engaging materials tailored to various social media platforms, enhancing brand visibility and audience interaction.
- Strategic Presentation Delivery: Delivered a visually engaging Canva presentation to communicate strategic insights and campaign strategies, fostering team alignment and ensuring project objectives were achieved.

Aug 2022 - May 2023

University of North Texas | Denton, Texas

Student / Case Study Presentations

- Cross-Functional Team Leadership: Successfully led a diverse team in gathering and presenting critical information, ensuring all deadlines were met with precision and efficiency.
- Team Motivation and Productivity: Directed and inspired team members to leverage their unique perspectives, achieving a 100% productivity rate on key projects.
- Strategic Presentations: Designed and delivered impactful PowerPoint presentations, effectively communicating strategic insights with a 100% success rate in achieving objectives.