

FAISEL TAJIRAN
Spring, TX 77070
832-928-1561
faiselt@icloud.com

EXPERIENCE

Digital Marketing Consultant

Professional Travel Center, Houston, Texas

June 2010 – Present

Member-Based Wholesale Buying Club & Concierge Travel Service Provider

- Create and manage all web-assets including 5 websites using Wordpress, 4 landing pages, and over 100 forms
- Strategize and execute all e-mail marketing campaigns; averaging \$25,000 in renewals per month
- Draft reports related to sales team performance; gather data weekly to perform analysis on marketing efforts to calculate cost per lead and ROI
- Improve marketing processes to streamline registration, distribution, and archiving of promotional materials for sales teams; reduce monthly costs by approximately \$3600 and complaints by approximately 90%
- Edit all materials for publishing including handbooks, legal documents, blogs, social media, and reports
- Spearhead all SEO campaigns to improve industry search rankings, brand perception, and organic search results
- Manage Google Ad-Words Paid Search Campaigns: current campaign focused on impressions for branding reinforcement with mobile ad bid adjustment for people searching brand during sales presentation

Major Projects:

- Google Ads: Test Lead Generation campaign for target cities in addition to post-mail campaign, average internet-based lead cost approximately 75% less than post-mail lead
- Analyze blog post HTML written by angry customer and wrote legal case-winning technical forensic report to defend CEO and brand against internet libel
- Digital Transformation – process optimization & digitization lead to improve monthly renewals by nearly 6500%, averaging an average of \$300,000 in annual revenue increase
- Re-design company website from pre-existing Intuit website to Wordpress website ProfessionalTravelCenter.com
- Create member portal using Wordpress platform

Digital Marketing Consultant

Ettotalhome.com, Houston, Texas

June 2018 – Present

Home Improvement Company

- Design company website using Wordpress CMS and Kinsta hosting platforms
- Implement WooCommerce (E-commerce) plugin to display showroom products
- Content creation for entire website along with best SEO and schema practices
- Create and manage Google My Business listing and Facebook Page
- Implement Google Analytics for campaign performance monitoring
- Implement Jobber CRM application to manage all home improvement leads
- Create all digital assets related to branding and ads
- Design lead generating Landing Pages for both Google & Facebook Ad Campaigns
- Design and strategize Facebook Advertisements for Lead Generation, averaging 25 leads a week; 400% ROI

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during 6 month campaign; Generated \$120,000 in revenue during Pilot Campaign

- Automate text message to immediately engage new Leads via Zapier by using Facebook & BurstSMS API trigger to text New Leads a Consultation Booking Form, improved conversion rate by 60%
- Design both text and display advertisements for all Google paid search campaigns with continuous A/B testing and keyword optimization
- Implement onsite communication bot with live chat using the Tidio application

CONSULTING/PROJECTS

Ledgewood Roofing

Ocala, Florida

June 2021-Present

- Re-design entire website (www.ledgewoodroofing.com) using Wordpress CMS platform
- Landing Page Design for Roof Replacement Campaign
- Implementation of Google Analytics to monitor campaigns
- Implementation of ActiveCampaign CRM to manage leads
- Develop & Implement creative campaign for Facebook Ads.
- Generated over 75 leads in the first 60 days of campaign implementation; over 130 to date
- Average cost per lead \$23.39.
- Revenue from campaign over \$120,000.
- ROAS approximately 5000%

TECHNICAL SKILLS

- Creating and strategize digital marketing campaigns using Google Ads (Search & Display)
- Creating and strategizing digital marketing campaigns using Facebook Ads
- Generating Quality Leads by designing & continuously testing Landing Pages
- Implementation of Google Analytics & proper tagging
- Creating and managing websites using the Wordpress platform with an understanding of HTML and CSS
- Registering domains using hosts such as Hostgator and GoDaddy, and setting up hosting with CPanel
- E-mail marketing strategy and design using Vertical Response or any mass e-mail platform
- Desktop support for all software and hardware computer issues with any Windows or Mac OS environment
- Network setup and administration with Cisco, Ubiquiti, and Netgear hardware
- Remote desktop support using TeamViewer or any similar platform
- Graphic design and editing using Adobe PhotoShop & Canva
- Provisioning and administering Polycom phones using RingCentral or Comcast phone platforms
- Identifying business processes that can be optimized by evaluating data
- Digital transformations for businesses that are used to operating "offline"
- Knowledgeable about business entities and contracts; experience registering multiple business entities and making changes with the Secretary of the State of Texas

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- Implementation, data analysis, and recommendations based on KPIs using Google Analytics
- Cloudflare Implementation for site security and caching optimization for overall SEO
- Leveraging plugins for best practices, such as minification, compression, and serving WebP images for SEO optimization on Wordpress platform (Imagify, WPRocket, & Yoast SEO)

EDUCATION

C. T. Bauer College of Business, University of Houston, Houston, Texas

Master of Business Administration, August 2015

C. T. Bauer College of Business, University of Houston, Houston, Texas

Bachelor of Business Administration in Finance, May 2010

CERTIFICATIONS

C. T. Bauer College of Business, University of Houston, Houston, Texas

Corporate Entrepreneurship Certificate, May 2010

Meta (Facebook)

Certified Marketing Strategy Professional, January 2022

Google

Ads Search Certification, January 2021

Google

Display Certification, January 2021

Google & Interactive Advertising Bureau – Europe

Google Digital Garage – The Fundamentals of Digital Marketing Certification, August 2019

Google

Analytics Individual Qualification, September 2019

Amazon

Sponsored Ads Accreditation, June 2019