

Vicente Le

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<https://www.linkedin.com/in/vicentele/> | Portfolio - <https://vicentele.com/portfolio/>

Professional Summary

Driven and innovative Marketing and Communications professional with a proven track record in executing high-impact campaigns and delivering measurable results. Over 8 years of experience spanning graphic design, marketing strategy, and business development. Demonstrated ability to lead marketing initiatives, manage client relationships, and optimize digital marketing campaigns. Adept at learning quickly and embracing challenges, with a strong commitment to professional growth and collaboration.

Key Skills

- **Marketing & Campaign Strategy:** Google Ads, Facebook Ads, Email Marketing, Event Marketing, Direct Mail, Direct Response
 - **Graphic Design Expertise:** Adobe Creative Suite (Illustrator, Photoshop, Premiere, InDesign), Blender, Figma, Canva
 - **Web Development:** WordPress, Elementor, Shopify, HTML/CSS/JavaScript, TypeScript
 - **Digital Tools:** Google Analytics, Google Search Console, Google My Business, Google Workspace, Notion, MailChimp, ActiveCampaign
 - **Sales Enablement & Communication:** HubSpot Frictionless Sales Certified, Cold Outreach, Executive-Level Engagement
 - **Additional Technical Skills:** Light Python programming, familiarity with CloudWays, HostGator, GoDaddy, and Namecheap
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Professional Experience

Director of Marketing

PremiumShotz, Roseville, CA

(Oct 2023 – Present)

- Directed and managed all facets of the marketing department, providing strategic vision and executing a premium brand repositioning.
- Served as right hand man to the founder providing direction, improvement, motivation, ideas, creativity, vision and opening up the door to new opportunities and connections

- Led a comprehensive website redesign, **driving conversion rates from 12.5% to over 55%** through improved UX/UI and strategic content placement.
- Achieved an **average CTR of 19.14%** over two months with peak days reaching 57.69% and 32.14%.
- Managed a \$300 ad spend over 2 months with a \$1.83 average CPC, yielding 857 impressions, 164 clicks, and **two conversions valued at \$2,500+ each**.
- Pioneered the creation and market launch of a new product from ideation to production, contributing to company growth.
- Produced full-page magazine ad and diverse conference event collateral, enhancing brand visibility and engagement.
- Collaborated with cross-functional teams to identify new revenue streams, increasing sales opportunities through strategic initiatives.
- Launched **targeted outreach campaigns to 500+ individuals**, engaging with decision-makers in the sports and entertainment industries (NBA and NFL teams).
- Managed and nurtured relationships with 20+ accounts, ensuring high engagement and delivering tailored marketing solutions.

Election Officer (Clerk)

County of Sacramento, CA

(Oct 2024 – Nov 2024)

- Worked in a team environment to set up vote centers and assist voters during the 2024 elections.
- Provided logistical support and ensured operational efficiency during Election Day as a Clerk.
- Prepare, open, maintain and close the Vote Center each day
- Enforce and follow state and federal laws by performing tasks as instructed
- Issue and receive official ballots from the voters
- Attend mandatory training classes at the Sacramento County Voter Registration & Elections office

Founder, Marketing Consultant and Digital Marketer

Smoldering Seeds, CA

(Oct 2022 – Oct 2023)

- Consulted numerous local small businesses providing marketing ideas and strategies to small businesses
- Worked with small businesses to plan and execute marketing strategies
- Built websites for local businesses
- Attended networking events to build relationships, increase awareness and visibility, and drive partnerships
- Led the creation of all marketing collateral (flyers, landing pages, business cards, ad creative, social media content)
- Created entire service offerings, bonuses, unique selling propositions

- Developed and created entire brand identities, taglines, logos, colors, messaging, positioning, and brand guidelines
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Certifications

- HubSpot Frictionless Sales Certified
 - In Progress: HubSpot Inbound Sales Certification
 - Planned: Google Ads Certification, Google Digital Marketing Certification
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Notable Achievements

- Increased website conversion rates by over 4.5x, optimizing lead generation through website redesign
 - Created and launched a proprietary product that generated a new revenue stream for the company.
 - Managed and executed high-profile creative projects under a tight time constraint for notable figures, GaryVee and Ben Baller, elevating brand recognition and engagement.
 - Managed and coordinated entire sponsorship of TEAMS '24 Conference from initial negotiations to marketing collateral and booth design to capturing leads and following up
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Education

Self-Taught Professional with Industry Expertise

- Extensive real-world experience in marketing and communications without a traditional degree.
 - Dedicated to continuous learning and certification to remain at the forefront of industry trends.
 - Knowledge from the greats of marketing, advertising and sales from a library of business and marketing books like Blue Ocean Strategy, Influence by Robert B. Cialdini Ph.D, Ogilvy on Advertising and more.
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Portfolio & Additional Information

- **Portfolio:** Explore samples of my work at <https://vicentele.com/portfolio/>.
- **Interests:** Passionate about creative problem-solving, leveraging data-driven strategies, and building meaningful industry connections.