



## Website Portfolio jpedigital.com

HubSpot Inbound  
Marketing Certified

HubSpot Marketing  
Software Certified

HubSpot Inbound  
Sales Certified



## John Espinoza

Content Marketing Strategist

**Experienced Content Marketing Strategist, with 20 + years in Digital Campaigns, Website Design, and Marketing and Branding.** Drafted and empowered creative teams to execute digital marketing campaigns, web design, video, copywriting, and presentation projects with high impact. I am adept at both inspiring my team with the creative vision and taking a hands-on approach.

## Content Marketing Strategist Neon Ambition, Austin, Texas

August 2019 - Present

Currently, I am the content marketing strategist working on 6 accounts at this virtual agency. Here are a few highlights indicative of the effectiveness of the work I am driving successfully for a few clients:

### Taylored Systems 2019 Highlights

- Website users are up to 64K and counting this year from 46K last year.
- Website sessions were up — by over 40%
- 5,746 newsletters opened and 1,469 clicks
- Over 500 opens of the latest email offer and 94 clicks.

### CoreTech IT 2019 Highlights

- There have been 22K sessions on the site in 2019. Up 17% from the previous year.
- Added keyword rich content to the site via blog posts.
- Rankings were up substantially on many high-priority terms.

### My Responsibilities include

- Buyer persona development (primary research)
- Content marketing strategies
- Content offers (eBooks, guides, white papers)
- Call-to-Action (CTA)
- Landing Pages (LP)
- Thank You Pages (TYP)
- Follow up Emails
- Website Design
- Email lead nurturing sequence campaigns
- Marketing automation workflows
- Buyers linked to Deal Boards
- Content marketing reporting
- Display ad development (online)
- Implementing Search Engine Optimization (SEO) plans on website pages
- HubSpot CRM setup, Contact Imports
- Creating a Conversion Path for an offer (CTA, LP, TYP, Follow Up Email)

## Founder

### Green Street Digital, Pasadena, California

August 2006 - July 2019

Driving full-time staff employees to create innovative solutions, requiring agile execution while paying attention to the details.

- TRANSPORTATION: Agility Corp. Logistics, Metrolink Trains, Orange County Transit Authority, UTi Logistics Worldwide
- GOVERNMENT: Center for Contract Compliance, City of Pasadena, West Basin Management District
- HEALTHCARE: California Hospital, Catholic Healthcare West, Pasadena Public Health Department
- NON-PROFIT: Old Pasadena Management District, JVS, Pacific Sun Solar Electric
- TECH: Cisco, Affinity Solutions, VisibilityOne

**Accelerated production and development of a SaaS application. Lowered the cost of production by 65% by using offshore teams.** Then moved the application to be managed by a U.S. team of developers for stability.

- Utilizes GIS (Geographic Information Systems) map technology
- It's usage grew as a relevant solution to a sales-based problem with brand consistency.

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### Prior to 2006

#### Conceptualized and executed integrated national campaigns.

- Honda Motorcycles, Sara Lee, Nestlé, Hilton Hotels, Lockheed, and Disney to name a few
- Headed teams on projects between \$250k-\$400k each, including film production houses, photographers, freelancers, and software developers
- In-house at McCann, Dailey, Grey, and Disney

#### Garnered awards for creating effective work for national clients

- Clio, Best In The West, Addy's, Effie's, Art Directors Club of Los Angeles, John Caples Award, National Public Relations Society of America (PRSA)

#### Drove innovation for 15 years as an adjunct professor at Art Center College of Design

- I honed the skills necessary to nurture a talented stream of motivated creatives and encourage people to work at their highest capacity.
- Constructed the curriculum for conceiving and production of high-end consumer advertising commercials, and running the college ad course "Designing TV Commercials".

#### Tools I am proficient in

- HubSpot CRM
- Active Campaign CRM
- Mail Chimp
- Constant Contact
- Wordpress
- Wix
- Squarespace
- Weebly
- HootSuite
- InDesign
- Photoshop
- Illustrator
- After Effects
- PowerPoint
- Word

#### Combining digital marketing with branding, the following are my core capabilities, both in orchestrating teams to produce results, and capable of doing the following:

- Growth-driven content marketing campaigns
- HubSpot CRM onboarding
- CRM agnostic lead generation campaigns
- Email campaigns, lead nurturing with automated sequences
- Brand positioning and brand profiles
- Buyer Personas
- Corporate Identity
- Corporate Re-Brands
- Website Branding (Wix, Squarespace, Wordpress)
- Videos (Based on Agency TV production experience and teaching at Art Center College for 15 years)
- Website Demand Gen (Call-to-Action, Forms)
- Blog Campaigns
- Landing Pages
- Content Marketing (Guides, checklists, Solution Briefs, Whitepapers, eBooks)
- Expert understanding of Pre-Press and Print-Ready Production files
- Art Direct Photo Shoots

#### Education

Art Center College of Design, B of FA Advertising Design