

Christian Elias

Los Angeles County, CA | **Phone:** (626) 404-3713 | **Email:** christian.elias2k@gmail.com

SKILLS & TECHNOLOGIES

Digital Marketing: Search Engine Optimization (SEO), Google Search Ads, Local Service Ads, Meta Ads, Copywriting, YouTube, TikTok, Instagram, Google Analytics, Klayviyo, Email Automation, Drip

Design: Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, Adobe After Effects, CapCut, Blender, Canva

Website Development: HTML, CSS, Javascript, WordPress, Divi, Elementor, WPBakery, WooCommerce, Shopify, Liquid

WORK EXPERIENCE

Ant Development

Los Angeles, CA

Web Developer + Digital Marketing Specialist

March 2023 - Present

- Built and ranked client website on the 1st page of Google for 7 keywords in the city of Ontario, CA using WordPress and organic Search Engine Optimization (SEO) to generate leads & form fillouts, optimized Google My Business for reviews and service offers
- Built custom ecommerce store using HTML, CSS, Javascript, and Shopify Liquid for Lifestyle Food Youtube channel called "In The Kut"
- Helped design and build website using HTML, CSS, and Next.js for a Thai food franchise named "Thai BBQ" with SEO optimized title tags and meta descriptions for 9 locations

Gene's Grinders Inc.

Los Angeles County, CA

Digital Marketing Specialist

April 2024 - Present

- Designed & executed BOGO Facebook ad campaigns with \$2K spend that yielded \$4K+; email campaign earned 3K+ new subscribers \$2K in total Drip revenue & 46% open rate
- Conducted Facebook ads A/B testing by duplicating ad sets
- Tracked & analyzed KPIs reaching CPC average of \$.28, \$9.75 CPA & ticket size of \$24.48

48hrs (Youtube Channel)

Los Angeles County, CA

Music Producer Beat Channel

Dec 2023 - May 2024

- Sold 25+ beats through organic Youtube channel
- Posted 72 videos on content schedule gaining 140,000+ views and 1000+ subscribers
- Funneled traffic to personal Instagram gaining connections in the producer community
- Collaborated on 40+ songs with different artists throughout the world (USA, Europe, Asia)
- Created "How-To" tutorials for music production

EDUCATION & CERTIFICATIONS

California State Polytechnic University, Pomona

Pomona, CA

Bachelors in Digital Marketing

Google Analytics Certification
Digital Marketing

Hootsuite Social Media Certification
Social Media

Meta Certified Media Buying Professional
Meta