



Theo Anele

Digital Media & Content Specialist



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Theophiloz.com

EDUCATION:

B.S. | Digital Media
University of Houston - 2016

EXPERTISE:

Graphic Design
WordPress Management
Copywriting
Project Management
Content Management
CRM Manager
Client Relations
Social Media
Strategic Planning
Keyword Research
SEO Planning
Intermediate Spanish Fluency

PROFILE

After obtaining my B.S. in Digital Media from the University of Houston, I have dedicated myself to enhancing my graphic design expertise, expanding my content marketing and management proficiency, and refining my client management and relationship-building capabilities. My diverse background has equipped me with a broad skill set, but my primary focuses lie in content creation, project and client management, and WordPress administration.

Currently, I am actively seeking a new opportunity that not only offers room for growth but also enables me to acquire new skills and further develop professionally.

EXPERIENCE

- 2018 - CURRENT ● Operations Manager**
Lead Optimize | Houston, Tx
- Website development & management
 - Client relations and operations management
 - Data analysis, research, and copywriting
 - Graphic design and light video editing
 - Content development, planning, and implementation
 - Create, send, A/B test emails using our CRM.
- 2015 - 2017 ● Google Market Manager**
Premium Retail Solutions | Houston, Tx
- Managed Northwest Houston's Best Buy, Verizon, and T-Mobile stores.
 - Mobilized and trained store staff on Google products and services.
 - Organized store trainings, networked with store managers, and tracked retail data.
 - Generated daily inventory and training reports for the northwest region.