

# Simeon Kalvin

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## SUMMARY OF QUALIFICATIONS

- Digital Media and Analytics professional with 5+ years of experience in social media brand management across platforms like Instagram, Facebook, TikTok, Twitter, and LinkedIn.
- 2 years of experience in Web Development using Javascript, HTML, CSS, and Wordpress.
- Proficient in data-driven marketing strategies, including SEO/SEM, social media analytics, and campaign performance measurement.
- Skilled in analyzing complex datasets and translating insights into actionable strategies for project and campaign success.

## EDUCATION

### Bachelor of Science in Digital Media Innovation

December

2025

*Texas State University, San Marcos, Texas*

#### Minor: Data Analytics

Overall GPA: 3.2

**Relevant Coursework:** Advanced Social Media Analytics, Coding for Web and Data Skills, Advertising, Media Design, Web Design & Publishing, AI & Automation, Mobile Media Development

## CERTIFICATIONS

Hootsuite Platform & Social Marketing

Sept 2024.

Semrush Social Listening

Oct 2024.

Hubspot SEO & Email Marketing

Oct 2024.

## EXPERIENCE

### Digital Marketing Specialist

August 2023 - December 2024

The House of Metamorphosis, San Marcos, TX

- Leveraged data analytics tools to measure and optimize campaign performance, resulting in a 35% increase in audience engagement.
- Created and executed multi-platform digital marketing campaigns, significantly boosting community awareness.
- Increased Instagram following by 800+ through targeted advertising and strategic content placement.

### Digital Strategy Intern

January 2025 - Present Day

The Bobcat Pride Scholarship Fund, San Marcos, TX

- Represent BPSF at community events and make attendees aware of our programs and history of serving the Hays County community
- Learn and Utilize Google Analytics 4 to build advanced tools based on current foundation to identify key engagement and conversions for website
- Conduct monthly Social Media Analytics reports to review monthly platform performance for multimedia

## PROJECTS

### TransHealth Bot

- Led UX design efforts for an AI-powered chatbot assisting trans individuals with healthcare resources.
- Created wireframes, prototypes, and visual designs using Figma
- Designed and tested conversation flows to ensure an intuitive and accessible user experience, conducting usability testing and implementing feedback-driven improvements.

