Joel M. Robles-Quintero

Digital Marketing Specialist

(414) 293-3261 | roblesqjm@gmail.com | Milwaukee, WI | robles-quintero.com

PROFESSIONAL OVERVIEW

Digital marketing professional with 7+ years of experience developing digital content, managing websites, supporting marketing campaigns, and building brand presence across healthcare, therapy, education, and event-based organizations. Experienced in WordPress, SEO, Google Analytics, social media, content creation, digital marketing strategy, and project management. Skilled at researching audiences, analyzing marketing performance, and using data-driven insights to develop digital initiatives that support organizational goals and community engagement.

WORK EXPERIENCE

Digital Marketing Specialist | Tender Touch Therapy | Mount Pleasant, WI
JAN 2022 – PRESENT

- Develop and execute multi-channel marketing campaigns across email, digital, print, social media, events, and community outreach.
- Manage website content, SEO, blog posts, social media, and digital materials across multiple brands and locations.
- Conduct audience research and identify opportunities to improve marketing strategies, engagement, and brand visibility.
- Create photography, video, graphic, and written content for websites, social media, campaigns, and promotional materials.
- Plan and execute community events, coordinating partners, venues, logistics, advertising, and promotional campaigns.
- Use Google Analytics and available marketing data to monitor performance and identify opportunities for improvement.

Marketing Manager | Noel Indoor Light Park & Christmas Market | Milwaukee, WI
SEPT 2021 – JAN 2022

- Managed influencer and charity partnerships, online event listings, customer communications, and digital promotion.
- Created short-form video content for social media to increase event awareness and engagement.
- Managed ticketing, customer inquiries, and refund processing through email and phone.

Marketing & Communications Coordinator | St. Gregory the Great Parish & School | Milwaukee, WI
AUG 2019 – JUL 2021

- Developed and launched a new school website and created web, print, and promotional content.
- Managed Facebook campaigns and created enrollment landing pages to support student recruitment.
- Produced promotional videos, graphics, flyers, brochures, and other digital marketing materials.

EDUCATION

Portfolio Program | Milwaukee Portfolio School
Associate's Degree in Marketing Management | Milwaukee Area Technical College

SKILLS

Digital Marketing • Website Management • WordPress • SEO • Google Analytics • Digital Campaigns • Social Media • Content Creation • Copywriting • Email Marketing • Audience Research • Brand Management • Project Management • Local Marketing • Adobe Creative Suite • Canva