

# RESUME



Lydia DeJesus

AI POWERED  
DIGITAL MARKETER

## CONTACT

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## PROFILE

Dynamic and innovative professional poised to transition into the digital marketing space, specializing in AI tools. With a rich background in planning, research, and consultancy for nonprofits and government agencies, I bring a unique perspective that blends analytical acumen with strategic thinking. Eager to apply my skills in a new realm, I'm committed to driving impactful marketing strategies through cutting-edge AI technology.

## PROFESSIONAL EXPERIENCE

### FREELANCE AND GHOST WRITER (2020 – PRESENT)

Developed diverse content, demonstrating the ability to convey complex ideas in an engaging manner, a key skill for creating compelling digital marketing campaigns.

Used research skills to produce well-informed, accurate content, a foundation for data-driven digital marketing strategies.

### PROPERTY MANAGER (2010 – PRESENT)

Managed diverse properties, showcasing my ability to adapt to different environments and audiences, a crucial aspect of targeted marketing.

Negotiated with stakeholders and resolved conflicts, reflecting strong communication and persuasion skills vital in marketing.

### PROGRAM & OPERATIONS MANAGER (2003 – PRESENT)

Oversaw operational strategies and implemented efficiency improvements, demonstrating my ability to optimize processes, a valuable skill in managing digital campaigns.

Led diverse teams, highlighting my leadership and team-building skills, essential for collaborative digital marketing efforts.

# RESUME

## CAREER OBJECTIVE

To leverage my extensive background in planning, research, and strategic management in the evolving field of digital marketing, with a keen focus on using AI tools to drive innovative marketing solutions.

## PROFESSIONAL DEVELOPMENT

Currently pursuing online courses/certifications in Digital Marketing and AI Applications



## KEY SKILLS RELEVANT TO DIGITAL MARKETING

- **Research and Analysis:** Proficient in analyzing data and trends for strategic planning.
- **AI and Tech-Savvy:** Keen interest in leveraging AI tools for marketing automation and customer insights.
- **Strategic Communication:** Strong written and verbal communication skills, essential for content creation and campaign management.
- **Adaptability:** Proven ability to adapt skills and knowledge to new industries and technologies.

## PERSONAL ATTRIBUTES

- **Innovative Thinker:** Constantly seeking new ways to approach challenges.
- **Eager Learner:** Committed to staying abreast of the latest trends in digital marketing and AI.
- **Problem Solver:** Skilled in identifying challenges and finding effective solutions.

## EDUCATION

- Bachelor of Science in Business Management (Concentration: Management Information Systems)
- Bachelor of Science in Writing (Concentration: Journalism)

These degrees provide a foundation in business strategies and communication, both key in the digital marketing domain.