

TEVIN BLAKE
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DIGITAL & CONTENT MARKETING | COMMUNITY ENGAGEMENT | SOCIAL MEDIA | CUSTOMER SUCCESS

Creative strategist with a decade-long achievement record combining a deep passion for digital marketing, content creation, and social media management. Verifiable history of strategizing and executing inventive campaigns that foster meaningful conversations, catapult brand awareness, nurture customer loyalty, and accelerate sales. Accomplished storyteller with demonstrated proficiency in articulating compelling messaging and producing fetching content that engages audiences, creates lasting impressions, boosts brand appeal, and drives organic growth. Adept at translating market data and audience insights into actionable intelligence to steer campaign planning and execution. Dedicated professional with impressive analytical, communication, organizational, and relationship management skills. Areas of expertise include:

Brand Development & Management | Budget Management | Client Relationship Management | Business Development & Sales | Campaign Management | Consumer Insights | Content Marketing | Customer Success | Digital Strategy | Market Research & Analysis | PR & Communications | Process Design & Optimization | Project Management | Strategic Planning | Training & Mentoring

PROFESSIONAL EXPERIENCE

Brand Consultant, Freelance | October 2024 – January 2025

- Designed tailored marketing campaigns for 2-3 consumer brands by conducting audience research, SWOT analyses, and trend assessments. Combined paid ads (social/search) with organic content strategies, creating a stronger presence in competitive markets and elevating brand visibility.
- Optimized content across Facebook, Instagram, X (Twitter), and TikTok through social listening, content auditing, and SEO optimization. Achieving a 15% increase in engagement and expanding reach by 20% across social platforms within two months.
- Identified brand voice inconsistencies and led the development of a standardized brand portal, enabling cohesive communication across platforms and enhancing brand recognition

Digital & Events Marketing Specialist, JM Family Enterprise | May 2023 – October 2024

- Managed annual budget and event logistics for automotive conferences, virtual webinars, and workshops, overseeing pre- and post-event planning. Delivered ROI analyses and insights, optimizing resources and securing \$1.5M in new business within three months.
- Streamlined marketing operations by collaborating with third-party vendors, implementing process improvements that increased productivity and reduced manual tasks by over 50%.
- Designed and executed B2B digital marketing campaigns, leveraging landing pages, pillar pages, content blogs, one-pagers, and sales enablement materials. Aligned efforts with sales objectives, generating 200+ qualified leads
- Improved campaign performance and pipeline conversion rates by over 25% through targeted email campaigns in HubSpot, leveraging A/B testing to refine messaging and better engage F&I audiences.
- Managed cross-functional projects in Asana to deliver high-impactful blogs, case studies, and sales enablement materials, boosting brand credibility, educating prospects, improving competitive positioning, securing client meetings, and driving demand generation.
- Served as the liaison with external agencies and brand partners to create thought leadership content, driving sales growth and building mutually beneficial partnerships.
- Prepared monthly data reports, newsletters, and communications for internal and external teams, ensuring clear information flow, alignment, and informed decision-making.
- Launched “Employee Spotlights” on social platforms humanizing the brand and increasing audience engagement by 30%, strengthening the company’s brand in the F&I marketplace

Sr. Customer Experience Lead, JM Family Enterprise | March 2016 – May 2023

- Awarded company’s highest award, Star of Excellence, for implementing scalable processes and trainings that strengthen dealer partnerships, saved the company time and money, and improved the overall customer experience.
- Delivered white-glove customer service and handled escalations, utilizing critical thinking and empathy to assist customers in understanding their products and policies.

- Analyzed call center reports and streamlined workflows with customized forms and templates, reducing inefficiencies and simplifying operations. This improved team performance and maximized productivity
- Crafted customer-centric action plans addressing customer feedback, enhancing customer satisfaction, decreasing customer cancellations over 40% and strengthening relationships with our dealership partners.
- Designed detailed training guides and modules for the department, leading education sessions to enhance knowledge retention, efficiency, and collaboration. These initiatives improved team performance by 50%, supported promotions, and increased employee retention and morale.
- Led and mentored team members in utilizing Salesforce for email, chat, case creation, CRM functions, and project management, ensuring optimized customer interactions and consistent service delivery excellence

Founder & CEO, Inneract LLC | September 2017 – May 2022

- Launched a successful direct-to-consumer brand, built a Shopify platform with a comprehensive marketing strategy that attracted loyal customers and generated \$5K+ in revenue in one month and boosted brand visibility through social, organic, and paid Meta ads.
- Conducted social media analytics and audience research to identify trends and content preferences. Created and published daily engaging visuals, videos, and posts using Canva tailored to drive interaction.
- Implemented A/B testing on post timing and format, resulting in a 20% increase in follower engagement and a 15% boost in organic reach.
- Developed and executed social media strategies to support campaigns relating to Inneract products, seasonal holidays, and brand storytelling.
- Refined content strategies through data analysis and leveraged social listening tools, ensuring alignment with audience preferences and creating deeper engagement across digital platforms resulting a loyal customer base.

Marketing Communication Specialist, 2K Entertainment Group | June 2015 – March 2016

- Spearheaded and executed multiple targeted campaigns, producing engaging social media content, monthly newsletters, and promotional materials that drove a significant spike in audience engagement through creative content strategies, surpassing benchmarks within two months.
- Drove successful event promotions through budget optimization, influencer partnerships, community outreach, and drip email campaigns. These efforts increased event attendance by 20%.

Social Media Coordinator & Content Writer, The Odyssey Online | June 2014 – December 2015

- Created and published 20+ storytelling content blogs that garnered 20,000+ downloads and expanded readership by 30% through targeted social media campaigns and blog posts.

EDUCATION

Masters in Business Administration (MBA), Marketing & Business Analytics

Florida Atlantic University | 2023

Bachelor of Science (B.S.), Journalism

Florida Agriculture & Mechanical University | 2015

CERTIFICATIONS

- HubSpot Inbound Marketing Certification
- HubSpot Digital Marketing Certification
 - HubSpot SEO Certification
 - FAU Marketing Certification

TECHNICAL SKILLS

Microsoft Office Software, HubSpot, Slack, ChatGPT, Teams, Salesforce, Canva, Social Media, CMS Platforms, Lead Generation Tools, Analytics, Hootsuite, Adobe Illustrator, Video Editing, Marketing Automation, SEO, SEM, PPC, Web Development, Project Management Tools