

Josh Arguello

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PROFILE

As a seasoned digital marketing professional with over 5+ years of experience, I bring a unique blend of creativity, strategy, and technical expertise to the table. My background includes launching and successfully running my own creative agencies, which has provided me with invaluable experience in relationship management, business strategy, and campaign execution. I also have experience in managing and optimizing the overall performance of marketing operations for various national organizations. With a deep understanding of PPC Ad campaigns, website design, and project management I have a proven ability to develop and implement successful marketing campaigns. I am confident that my expertise in digital marketing and my passion for helping organizations succeed makes me a valuable asset to any team.

EDUCATION

Eastern Illinois University

Bachelor's Degree: Corporate Communications | Marketing Minor
Member of Delta Tau Delta Fraternity

Erikson Institute

Decolonizing Data and Language Certification: Advancing racial equity and systemic solutions

PROFESSIONAL EXPERIENCE

Children's Home & Aid Society of Illinois

December 2021 - Present

Marketing Manager

Children's Home & Aid is a leading child and family service agency in Illinois. Since 1883, Children's Home & Aid has been a passionate advocate helping to shape public policy in child welfare, early childhood, children's mental health, and juvenile justice.

Duties & Accomplishments:

- Developed and executed comprehensive digital marketing strategies, including SEO/SEM, marketing database, website development, email, social media, and major advertising campaigns
- Created effective and innovative marketing and communication plans that drive organizational growth
- Managed content calendars and publishing schedules, including social media
- Expertise in utilizing data analytics tools such as Google Analytics and social media platforms to measure and report on content performance, including ROI and key performance indicators (KPIs)
- Built and maintained internal and external partnerships
- Experience in managing and overseeing project budgets and timelines, ensuring successful completion of projects within scope and budget
- Led and mentored junior team members, fostering a positive and productive working environment
- Successfully led a comprehensive website redesign project with a budget of \$100,000, including interviewing potential vendors, managing project timelines, and delivering a successful plan
- Developed and executed a successful citywide CTA Ad campaign with a budget of \$80,000, resulting in a positive impact throughout the Chicagoland area, including helping more families and filling jobs

Incubator LLC**May 2019 - October - 2021****Marketing Coordinator**

A Chicago-based tech company bringing advanced automation & machine-learning software to the customer authentication, legal tech, and international food industries.

Duties & Accomplishments:

- In charge of executing all marketing efforts for Incubator and its start-ups, with a focus on delivering solutions that drive sales, attract and retain customers, and establish a strong corporate brand
- Learned and mastered 10+ software, spanning 4 different industries (legal tech, identity verification, global imports, cyber security) to understand the best methods for selling/promoting each
- Created 100+ eye-catching software support/marketing videos that help tell stories that serve marketing and business development efforts
- Designed/edited Incubator's websites (4) creating a user-friendly, visually appealing experience
- Offered exceptional customer support, including providing detailed information on products, prices, technical issues, new features, and conducting product demonstrations to ensure customer satisfaction and understanding
- Technical Support (IT): Tier I & II tasks for Incubator and attached Law Firm

Sonder Creative Agency**Jan. 2019 - Present****Founder / Creative Director**

A full-service creative agency that provides intentional marketing, communications, fundraising, and engagement strategies and support—all designed to take non-profit organizations to new heights.

Duties & Accomplishments:

- Our biggest client is Prevent Child Abuse America
 - My team handles all aspects of digital marketing for Prevent Child Abuse America, including developing and implementing strategic campaigns, managing social media accounts, analyzing and reporting on metrics, and executing successful event promotion efforts

Middle Ad Man**Oct. 2018 - Present****Founder / Creative Director**

Middle Ad Man is a premier digital marketing agency, dedicated to empowering small businesses globally through the implementation of effective and customized marketing solutions.

Duties & Accomplishments:

- Established company culture, vision, goals, and objectives
- Spearheaded website development from inception to completion
- Lead and direct my forward-thinking marketing team, providing creative direction
- Create customized marketing solutions for clients, by analyzing marketing conditions to determine opportunities for growth

RECOMMENDATIONS

"Josh is an enthusiastic and passionate digital marketing strategist. He finds ways to merge traditional social media practice with real-world innovation, engaging followers and expanding the audience with fresh design and structure, both for social media and digital spaces. He is also adept at pulling data and analytics to strengthen and bring clarity to campaigns. And when he comes from behind the screen, he is a compassionate and kind human who truly cares about the work he does and the people it impacts. Five stars! "

Gelasia C.Chief Communications Officer | PREVENT CHILD ABUSE AMERICA
