



# DESJA FAGINS

## CONTENT MANAGER

### Profile

Digital Advertising Expert with more than 10 years of experience managing and developing content. Proven skills in planning and evaluation and local, national, and global digital advertising. Able to provide organizations with strategic communication strategies, community management, and data analytics.

### EXPERIENCE

#### CHIEF DIGITAL AFFAIRS TEAM LEAD

Selective Service System

2020 - Present

- Leads multi-platform digital advertising program.
- Develops and executes digital advertising strategies, email marketing campaigns, social media marketing, and website content/UX initiatives.
- Manages a national digital communications strategy that targets men 18-25 years old and their influencers.

#### CONTENT AND COMMUNICATION COORDINATOR


ImagiNation Afrika

2018 - 2020

- Managed multi-platform marketing campaigns, ensuring coherent user journeys and audience segmentation for organic and paid digital activities.
- Established and maintained effective working relationships and communication channels with external stakeholders, including the U.S. Embassy, Osiwa, USAID, and private sector partners.
- Led social media marketing efforts across multiple platforms, including but not limited to Facebook, Twitter, and Instagram.

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### EDUCATION

#### MASTERS OF SCIENCE INTERNET MARKETING

Full Sail University

#### BACHELORS OF SCIENCE SPORTS MARKETING AND MEDIA

Full Sail University

### SKILLS

- SEO/SEM
- PPC
- Social Media Marketing and Paid Digital Advertising
- A/B Testing
- Email Marketing and Automation
- Funnel Management
- CRM
- UX Design
- Data Visualization
- CMS Tools