



DESJA FAGINS

DIGITAL MARKETING MANAGER

Profile

Digital Advertising Expert with over 10 years of experience managing and developing content, leveraging AI tools and technologies to drive successful campaigns. Proven skills in strategic planning and evaluation for local, national, and global digital advertising initiatives. Adept at utilizing AI-powered platforms for data analytics, marketing automation, and customer engagement.

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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 Washington, D.C. Metropolitan

 dmvdigitalads.com

EDUCATION

MASTERS OF SCIENCE INTERNET MARKETING

Full Sail University

BACHELORS OF SCIENCE SPORTS MARKETING AND MEDIA

Full Sail University

SKILLS

- SEO/SEM
- Paid Digital and Social Media Advertising
- AI Tools and Platforms
- Email Marketing and Automation
- Funnel Management
- CRM
- UX Design
- Data Analysis and Visualization
- Natural Language Processing (NLP)