

James R. Medina

Marketing Specialist | Digital Marketing | Marketing Coordinator

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Summary

Results-driven marketing professional with a Bachelor of Science in Marketing and more than 10 years of experience in customer engagement, sales, business operations, and relationship management. Experienced in marketing strategy, website development, CRM systems, analytics, and digital content management. Built and launched a live website using GitHub while managing domain configuration through GoDaddy.

Education

Colorado State University Global

Bachelor of Science in Marketing | May 2025

GPA: 3.77

Honors: Delta Mu Delta, Sigma Beta Delta, American Marketing Association

Pikes Peak Community College

Associate of Science in Architectural Engineering | May 2010

Core Competencies

- Digital Marketing Strategy
- Campaign Execution
- Brand Management
- Content Creation
- Marketing Analytics
- SEO Fundamentals
- GitHub
- Website Development
- Website Deployment
- Domain & DNS Management (GoDaddy)
- Website Content Management
- Responsive Web Design
- JavaScript (Basic)
- Salesforce
- HubSpot
- Canva
- Adobe Express
- Microsoft Excel
- Google Workspace

Professional Experience

Licensing Technician-I

City & County of Denver

Jan 2024 - Present

- Improved licensing workflows through process improvements.
- Created standardized documentation that improved consistency and saved time.
- Developed customer communications and outreach materials.
- Managed more than 200 customer interactions weekly.

Retail Sales Expert

Comcast

Oct 2022 - Jan 2024

- Achieved up to 130% of sales quota.
- Recommended tailored technology solutions.
- Supported marketing initiatives through customer engagement analysis.

Customer Account Manager

Comcast

Oct 2016 - Oct 2022

- Managed business accounts and identified revenue opportunities.
- Tracked KPIs using Microsoft Excel.
- Delivered presentations that increased adoption and retention.

Training Supervisor

Xerox (Verizon Wireless)

Mar 2011 - Sep 2016

- Led training for 20+ employees.
- Reduced training time by 30% and improved first-call resolution by 20%.

Featured Project

Digital Marketing & Website Development Project | Pande Vida Denver

- Designed, developed, and launched PandeVidaDenver.com.
- Used GitHub as the primary development platform.
- Configured the custom domain through GoDaddy.
- Integrated YouTube, branding, photography, and multimedia.
- Managed ongoing content updates and usability improvements.