Camila Vega

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My Key Qualifications

- Hands-on with **Google Ads, Meta Ads Manager, GA4, Shopify, and Klaviyo** in a DTC ecommerce coordinator role at Tecovas.
- **1 year in digital marketing**, one unbroken stretch from June 2025 to now, supporting paid media, email, and ecommerce campaigns for product launches.
- Cut QA-related tracking and link errors from 5 per month to **1 per month** using a pre-launch checklist for UTMs, destination URLs, and pixel verification.
- Owns weekly performance reporting across GA4, Shopify, and Klaviyo, cutting manual reporting time **from 3 hours to 75 minutes** by standardizing Google Sheets KPI pulls.
- Ran **A/B tests on email subject lines and paid social creative**, producing a winning subject line that lifted CTR from 1.8% to 2.4% in Klaviyo.
- Built a **GA4 and Looker Studio conversion dashboard** for a university recreation program, improving weekly reporting turnaround by 40%.

Experience

Digital Marketing Coordinator — **Tecovas**, a direct-to-consumer western apparel and footwear brand

Jun 2025 – Present · 1 yr 5 mos

- Build and QA campaign assets including ad copy, UTMs, audience lists, and promotional calendars across Google Ads, Meta Ads Manager, Shopify, and Klaviyo.
- Cut QA-related tracking and link errors from 5 per month to 1 per month for promotional emails and paid ads by introducing a pre-launch checklist covering UTMs, destination URLs, pixel verification, and audience naming conventions.
- Maintain weekly pacing and performance reporting for paid search, paid social, and email, reducing manual reporting time from 3 hours to 75 minutes per week by standardizing Google Sheets reporting tabs and rebuilding recurring KPI pulls from GA4, Shopify, and Klaviyo.
- Support A/B testing for email subject lines and paid social creative, including test setup, segment selection, and documenting results in Klaviyo; a winning subject line test lifted click-through rate from 1.8% to 2.4%.
- Coordinate launch details with creative and ecommerce teams to keep product launches and promotional calendar activity on time.

Education

- **Texas State University** — Bachelor of Business Administration in Marketing · 2021 – 2025 · Relevant coursework: Digital Marketing, Marketing Analytics, Consumer Behavior, Ecommerce, Web Analytics

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Projects

- **Campus Rec Conversion Dashboard**
  Built a campaign performance dashboard in Google Analytics 4 and Looker Studio for a university recreation program, tracking signup traffic from email, paid social, and web campaigns. Improved weekly reporting turnaround by 40% for the student marketing team.
  Tech: Google Analytics 4, Looker Studio, Google Sheets
- **Local Boutique Email Test**
  Planned and executed a segmented promotional email test for a local retailer in a client-based digital marketing course. Raised click-through rate by 0.9 percentage points across two test sends.
  Tech: Klaviyo, Shopify, Excel

Skills

- **Paid Media & Analytics:** Google Ads, Meta Ads Manager, Google Analytics 4, Looker Studio
- **Ecommerce & Email Stack:** Shopify, Klaviyo
- **Campaign Operations:** Campaign QA, A/B Testing, Google Sheets