

# CINTHIA C. JENSEN

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## MARKETING & SOCIAL MEDIA STRATEGIST

Results-driven marketing professional with 5+ years of experience in social media strategy, content creation, brand partnerships, and digital growth. Proven ability to build engaged communities, drive conversions through SEO-optimized content, and elevate brand presence across Instagram, TikTok, Google Business, and e-commerce affiliate platforms. Known for blending creative storytelling with data-driven strategy.

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## CORE SKILLS

- Social Media Strategy & Growth (Instagram, TikTok, YouTube, Pinterest)
  - Content Creation (Photo, Video, Reels, Short-Form Video)
  - SEO & Social SEO Optimization
  - Brand Partnerships & Influencer Marketing
  - Google Business Profile Optimization
  - Meta Ads (Facebook & Instagram)
  - Affiliate & Amazon Influencer Marketing
  - Analytics, Reporting & Performance Tracking
  - WordPress & Website Content Management
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## PROFESSIONAL EXPERIENCE

### Social Media Marketing Consultant

**June 2020 – Present**

- Develop and execute multi-platform social media strategies that increase engagement, reach, and brand visibility.
- Manage and optimize Google Business Profiles to improve local SEO, discoverability, and customer interaction.
- Plan, shoot, and edit high-quality photo and video content aligned with brand identity and platform trends.

- Analyze performance metrics to refine content strategy and improve ROI.
- Coordinate brand contracts, deliverables, timelines, and compliance requirements for paid partnerships.

**Key Results:** - Drove consistent audience growth and engagement across multiple client and personal brand accounts. - Increased visibility and customer actions through optimized Google Business listings.

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## Content Creator & Brand Partnerships Manager

### June 2020 – Present

- Collaborate with fashion, beauty, lifestyle, and wellness brands on sponsored and affiliate campaigns.
- Create authentic, conversion-focused UGC optimized for social media algorithms and SEO.
- Build long-term brand relationships through reliable delivery, performance-driven content, and storytelling.
- Promote products through affiliate platforms, including Amazon, increasing click-through rates and sales.

**Key Results:** - Delivered high-performing sponsored campaigns with strong engagement and audience trust. - Established repeat partnerships through consistent results and professional performance.

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## EDUCATION

### Bachelor of Science in Accounting – Managerial Accountancy

Purdue University Global

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## ADDITIONAL VALUE

- Strong business and financial foundation supporting budget management, ROI analysis, and campaign profitability.
- Experience working with both startups and established brands.
- On-camera confidence and spokesperson experience for reels, ads, and interviews.
- Fluent in Spanish