

# Robert Warren

## DIGITAL MARKETER



Digital Marketing M.S.  
GPA: 4.0, Full Sail University



Journalism & Theatre, Dual Major, B.A.  
Social Sciences Minor, University of North Texas



"ASPIRE TO INSPIRE"



972-464-6900



Denton, TX



Portfolio:  
[socialmarketingwithrob.com](https://socialmarketingwithrob.com)

## WORK EXPERIENCE

**AZPEN INNOVATION, Dallas, TX — Marketer**  
JUL 2023 - PRESENT

- Amazon PPC, optimized storefronts, A+ content, and high-resolution product imagery
- Created chatbots, CTA buttons, meta tags, and toolbars
- Built HubSpot dashboards, automated workflows, and contact segmentation systems
- Produced video tutorials and spec sheets
- Managed listings across Walmart, DSCO, TikTok, eBay, Shopify, and Amazon

**Digital Marketing Specialist - Harrow Home Team Realtors**  
APRIL 2023 - DEC 2024

- Designed and executed a multi-platform real estate marketing plan
- Created social content calendars, video promotions, flyers, blog articles
- Researched competitors and local market trends to guide branding
- Utilized platforms like Asana, KV Core, Buffini for content management

## EDUCATION

**Masters of Science in Digital Marketing**  
GRADUATED DEC 2025

### Relevant Courses

- Advanced Digital Marketing Strategies
- Advanced Search Engine Optimization
- Digital Analytics and Optimization ([See all courses](#))

## PROJECTS

**Digital Marketing Plan , Kelston Marketing: Full Sail University**

Developed a data-driven Digital Marketing Plan for Kelston Marketing that strengthened SEO, social media, UX, and analytics to drive measurable growth and long-term client engagement.

\*Disclaimer: While my coursework utilizes a real organization, it is not directly reflective of or approved by them. ([See plan here](#))

## ASSOCIATIONS

- Alpha Mu Alpha
- American Marketing Association
- Professional Photographers of America
- Phi Mu Alpha
- HATCH (Led student run photo agency)
- Mose Models (Photographer)

## PUBLISHED ARTICLES + PHOTOS

- North Texas Daily
- Starry Constellation Magazine
- The Dentonite
- Farmersville Times (C&S Media)
- ([See All Published](#))
- 70+ Articles Published
- Interview with Disney's Sky Katz
- Published quote on back on Infamous DVD

## SKILLS

- Social Media Management
- SEO and SEM
- Content Marketing
- Data Analysis
- Website Optimization
- Artificial Intelligence (AI)
- Copywriting
- Presentation Skills
- Innovative go-getter
- PPC Campaigns
- Email Marketing
- Marketing Automation
- Adobe Suite
- Microsoft Suite
- DSLR Photography
- Graphic Design
- Outside Management Experience

## CERTIFICATIONS

- Google:Google Analytics (GA4,) AI Essentials, Foundations of Digital Marketing & E-Commerce
- SEMrush: SEO Certification, Backlink Management
- HubSpot Academy: Social Media Marketing
- Job Prepped: Content Marketing, Email Marketing, SEO, PPC, Social Media, Lead Generation
- LinkedIn: Generative AI for Digital Marketers
- Coursera: Instagram Engagement to Business Profile
- University of North Texas: Data Visualization

## RECCOMENDATIONS

"Robert understands the importance of a comprehensive strategy and sees the vision from end to end."  
—Chris Apaliski, VP of Product Marketing, JPMorgan Chase (via LinkedIn recommendations)