

Dejia Mornay

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Highly motivated and results-oriented professional with a proven track record in driving business growth and enhancing organizational performance. Seeking to contribute leadership, strategic insights, and a passion for innovation in Digital Marketing and Content Creation to a challenging role where I can help achieve company objectives and deliver measurable results.

SKILLS

- Strategic Marketing
- Content Strategy
- SEO Optimization
- Social Media Management
- Market Research
- Brand Development
- Project Management
- Email Marketing
- Client Relationship Management

EXPERIENCE

B2C Marketing Manager & Strategic Partnerships

Keystone Advisors | Houston, TX | Mar 2024 – Present

- Lead consumer-focused marketing for Medicare, Marketplace, and health-share product lines—owning campaign strategy from creative brief through ROI reporting.
- Manage multi-channel ad budgets (search, social, CTV, display), reallocating spend weekly based on real-time ROAS dashboards to maximize conversions and control CPL.
- Built bilingual lead-nurture frameworks (email, SMS, call routing) that substantially lifted contact and appointment-set rates while maintaining strict compliance with TCPA and CMS guidelines.
- Develop high-converting landing pages—driving faster load times, stronger message match, and double-digit increases in form-completion rates.
- Forge strategic referral partnerships with clinics, community groups, and small-business associations to widen Keystone's footprint and diversify lead sources.
- Present KPI scorecards to senior leadership each month, translating data into actionable insights and next-step budget recommendations.
- Mentor cross-functional teams (design, sales, operations) on campaign best practices and conversion-rate optimization.

Co-Owner (Remote)

Dec 2022 - Present

Mornay Estates | Houston, Texas, United States

- Developed and executed strategic marketing plans, increasing property occupancy rates by 15% within the first year, by leveraging local market insights and digital advertising channels.
- Managed content creation and distribution across multiple platforms, achieving a 20% increase in online engagement, which directly contributed to enhanced brand visibility and tenant acquisition.
- Oversaw day-to-day property management operations, ensuring the delivery of high-quality tenant services and maintaining strong relationships with community partners across three states.
- Led cross-functional teams to streamline property management processes, enhancing operational efficiency and tenant satisfaction through continuous improvement initiatives.

Owner

Oct 2021 - Present

DeLaVue Marketing & Consulting | Houston, Texas, United States

- Expanded service offerings to include video editing, web design, and social media management, diversifying business capabilities and driving a comprehensive marketing strategy for clients.
- Analyzed market trends and customer insights to adjust marketing strategies proactively, ensuring alignment with evolving consumer preferences and industry developments.
- Oversaw financial management and budget allocation for marketing projects, optimizing resource use and ensuring financial sustainability while maximizing campaign effectiveness.
- Managed key stakeholder relationships, ensuring high levels of client satisfaction and securing repeat business through effective communication and timely project delivery.

Content Specialist

Jan 2023 - Mar 2024

CallPotential

- Developed and implemented content strategies that increased web traffic by 30% through SEO-optimized copy and targeted email marketing campaigns, enhancing online visibility and engagement.
- Crafted and executed a comprehensive social media calendar, leading to consistent content delivery and maintenance that boosted social media engagement across all platforms.
- Conducted market research to inform the creation of digital content, ensuring alignment with audience preferences and industry trends, thereby increasing campaign effectiveness.
- Authored strategic eBooks and managed blog posts, playing a pivotal role in content development and editorial direction to establish thought leadership and support digital marketing objectives.

Marketing and Engagement Director

Jul 2022 - Dec 2022

Kovir

- Directed comprehensive digital marketing initiatives, integrating email marketing, social media strategies, and press releases to elevate brand presence and user engagement across multiple channels.
- Conducted market research and account management, ensuring marketing strategies were data-driven and aligned with client needs, leading to improved customer satisfaction and retention.
- Oversaw the development and maintenance of the corporate website, enhancing user experience and accessibility, which supported increased web traffic and engagement metrics.

Director Of Marketing And Public Relations

Jun 2021 - Aug 2022

Brookcell Enterprises

- Led the development and execution of multi-channel marketing campaigns, increasing brand awareness and customer engagement while aligning strategies with business goals.
- Managed advertising initiatives and promotional efforts, driving a 25% increase in lead generation through targeted outreach and optimized marketing strategies.
- Conducted comprehensive competitor and market research, refining positioning and pricing strategies to maximize profitability and enhance overall customer satisfaction.
- Strategically planned and coordinated major industry events and trade shows, significantly strengthening brand presence and fostering key partnerships to expand market reach and influence.

PRIVIOUS EXPERIENCE

Business Development Specialist

impac Fleet | May 2021 - Nov 2021

Energy Ogre

- Affiliate Marketing Account Manager | Jan 2021 - May 2021
- Podcast Creator/Writer/Producer | Sep 2019 - Apr 2021
- Marketing And Public Relations Specialist | Apr 2019 - Apr 2021
- Customer Service Representative | Sep 2015 - Apr 2021
- Social Media Manager | May 2019 - Dec 2020
- Assistant Customer Service Manager | Mar 2017 - Feb 2019
- Enrollment Specialist | Sep 2015 - Jun 2016

EDUCATION

University of Houston - Clear Lake

B.B.A. in Business Administration with an Emphasis in Marketing

2013 - 2018

Cypress Ridge High School

High School Diploma

2009 - 2013