Ethan Morales

DIGITAL MARKETING COORDINATOR

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SUMMARY

Digital Marketing Coordinator with 2 years running website, email and social channels for a regional healthcare group and a real estate brokerage. Updates WordPress pages with basic SEO, tracks results in Google Analytics, and turns campaign requests into Canva and Adobe Creative Suite graphics on deadline. B.B.A. in Marketing from UTSA.

EXPERIENCE

Digital Marketing Coordinator
03/2025 - Present

Alamo Family Health Partners — San Antonio, TX

5-person marketing team for a 14-clinic primary care group serving 120,000 patients across Bexar County.

- Publish **30+** WordPress page updates a month, adding title tags and alt text that lifted organic visits 22%.
- Track campaign traffic and form fills in Google Analytics and report results to 14 clinic directors each month.
- Design 15 flyers, ads and social graphics a month in Canva and Adobe Creative Suite.
- Coordinate 3 patient newsletters a month, routing copy through compliance review before every send.

Marketing Assistant
06/2024 - 02/2025

River City Realty Group — San Antonio, TX

Residential brokerage with 60 agents and about 900 home sales a year.

- Produced content creation packages for **45** property launches, including listing graphics, captions and walkthrough clips.
- Updated agent bio pages, listing pages and blog posts on the WordPress site within 1 business day of each request.
- Built an Excel tracker for 120 open marketing requests that brought missed deadlines to zero.
- Organized 2 open-house weekends a quarter with print flyers, email and social promotion.

SKILLS

Digital Marketing | WordPress | SEO | Google Analytics | Canva | Adobe Creative Suite | Content Creation | Graphic Design | Excel | Attention to Detail

EDUCATION

Bachelor of Business Administration
05/2024

The University of Texas at San Antonio — San Antonio, TX

Marketing

CERTIFICATES

Google Analytics Certification
04/2025

Google Skillshop

HubSpot Content Marketing Certification
09/2024

HubSpot Academy

Google Ads Search Certification
01/2026

Google Skillshop