

Daniel Alberto Menchaca Garcia

Account Manager & Marketing Specialist

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PROFESSIONAL SUMMARY

Account Manager and Marketing Specialist with agency experience across 6+ concurrent client accounts in political, commercial, and small business sectors; delivering a 52%+ electoral victory, \$50K+ in first-year campaign spend, and viral content reaching 100K+ views. Owns client engagements end to end, from creative brief development and multi-platform content strategy through campaign execution, performance analysis, and stakeholder reporting. Recognized for rapid scope expansion, cross-industry adaptability, and translating complex client objectives into measurable creative outcomes.

PROFESSIONAL EXPERIENCE

Social Media & Account Manager

November 2025 – Present

Madison Avenue Marketing Agency | Laredo, TX

- Lead day-to-day account management and serve as strategic lead for up to 6 concurrent client accounts across political, small business, and commercial sectors, maintaining strong client retention across ongoing accounts while delivering campaign performance from kickoff through delivery
- Execute multi-platform content and messaging strategies across 6 total accounts, growing social media followings by 2,000+ and generating viral content reaching 30K–100K+ views, directly contributing to measurable outcomes including voter turnout increases and a 52%+ electoral victory
- Create and optimize high-performing digital content including short-form video, graphics, and written materials, applying AI tools to enhance content ideation and messaging optimization while maintaining full creative direction and brand alignment across platforms
- Analyze campaign performance across digital platforms, leveraging AI-assisted analysis to surface actionable insights and data-driven recommendations that continuously optimize content strategy, engagement, and campaign effectiveness
- Manage project timelines, deliverables, and cross-functional collaboration across creative and strategy teams, utilizing AI-enabled workflows to accelerate delivery, reduce turnaround time, and ensure consistent communication and alignment with client goals and stakeholder expectations

Account Coordinator

October 2025 – November 2025

PMDG Marketing Communications | Laredo, TX

- Onboarded and independently managed content strategy and monthly content calendars across 7 client accounts spanning healthcare, tourism, arts, and B2B sectors, ensuring on-time delivery and consistent brand execution across all accounts from day one
- Crafted short-form video, graphic, and written content optimized for each client's audience and KPIs, consistently delivering work that raised the quality bar for the account team
- Monitored and analyzed performance across Meta Business Suite, Google Analytics, and Hootsuite, delivering actionable insights and recommendations to optimize content performance and audience growth

Marketing & Communications Manager

September 2022 – February 2025

Asset Living | *Title of Record: Leasing Manager – The Laurel Apartments* | Syracuse, NY

- Drove integrated marketing campaigns across SEO, paid social, PPC, email marketing, and influencer partnerships, driving occupancy to 97%; managed day-to-day marketing budget while developing and securing corporate stakeholder approval for additional initiatives, contributing to \$50K+ in first-year campaign spend including \$15K+ event activations
- Spearheaded strategic B2B partnerships with Syracuse University, local businesses, and content creators while managing multi-platform content strategies across Instagram, Facebook, and TikTok, increasing brand visibility by 40%, qualified lease inquiries by 20%, follower growth by 65%, and lease signings 15% YoY
- Produced 50+ resident engagement events annually, achieving a 95% satisfaction rate and increasing resident retention by 42%, directly reducing turnover costs and supporting stable property occupancy
- Conceptualized and promoted The Laurel's annual Greek Life Pong Tournament in partnership with Barstool Sports, Red Bull, and Syracuse Greek Life, attracting 1,000+ attendees and generating 50K+ digital impressions
- Promoted twice for exceeding marketing, leasing, and leadership goals; led and mentored a team of six, improving lease closing rates by 35% through CRM tracking, leasing funnel analysis, performance dashboards, and structured sales training

EDUCATION

Syracuse University | Syracuse, NY

Bachelor of Science: Communication & Rhetorical Studies | Minor in Writing | Magna Cum Laude

SKILLS & CERTIFICATIONS

Content & Strategy: Social Media Strategy, Content Creation, Copywriting, Video Production, Creative Briefs, AI-assisted Workflows

Marketing & Campaigns: SEO, PPC, Paid Ads, Email Marketing, Influencer Marketing, B2B Partnerships, Public Relations

Analytics & Tools: Google Analytics, Meta Business Suite, Hootsuite, HubSpot, Mailchimp, Asana, Adobe Photoshop, Lightroom, Canva, CapCut

Languages: English (Native), Spanish (Fluent)