Kayla Hernandez

Website & Marketing Manager

kaylah8203@gmail.com kayla-hernandez.com linkedin.com/in/kayla-hernandez Central Texas · open to remote
English & Spanish

SUMMARY

Website and marketing manager with five years running marketing inside a Central Texas roofing and construction company: the WordPress site, local SEO, paid ads, print, email and the CRM behind it. I build pages around one clear next step, set up follow-up that runs on its own, and track every channel's cost against what it brings in. Bilingual in English and Spanish.

EXPERIENCE

CFO & Director of Operations

Jun 2021 – Oct 2026

Kstylez Roofing & Construction · Round Rock, TX · Owned marketing, website and operations

- Managed the WordPress website day to day in Elementor and Yoast; built pages for homeowners, commercial owners, property managers, realtors, financing and free inspections
- Led three rounds of speed and SEO fixes: homepage from 9.2 MB to 4.6 MB, booking page mobile score from 39 to 74
- Grew Google reviews from 20 to 90 with a review program; built seven city pages plus targeting for ten smaller towns
- Ran Google Ads and Meta campaigns on $1,000 to $1,500 a month; about one roof replacement a month closed from online leads, or roughly $1,000 to $1,500 in ad spend per roof
- Set up JobNimbus from scratch, trained the sales team, and built Zapier integrations and 10 automations for follow-up, reviews and referrals
- Designed print and social materials (business cards, door hangers, postcards, a four-letter storm mail sequence) in English and Spanish
- Ran past-customer email and text campaigns, a referral program and outreach to realtors and property managers
- Tracked every marketing channel's cost against results as part of company finances

Freelance Website Designer

2026 – present

Websites for local businesses

- Designed, wrote and built a site for LuxuryByPinkM, a Round Rock lash studio, including a style quiz that leads to booking
- Designed, built and wrote the Shopify store for ObjectMade, an Austin 3D-printing studio
- Built demo sites for a church and a tire shop in Killeen

Founder

2021 – present

More To Shop LLC · E-commerce

- About five years selling on Amazon; expanded to eBay and Etsy; about $20,000 in sales in 2024
- Writes all listings, checks phrases against the USPTO trademark database, manages Sponsored Products

CERTIFICATIONS

Google Ads Search · Google Ads Measurement · Adobe Photoshop · Adobe Illustrator · QuickBooks (Austin Community College) · Microsoft Office

RESULTS

20 → 90
Google reviews from a review program

39 → 74
Booking page mobile speed score

~1 / month
Roof replacement from online leads

~$1,000–1,500
Ad spend per roof closed

~8 hrs / wk
Saved by a content system I set up

SKILLS

Web & SEO

WordPress · Elementor · Shopify · Yoast SEO · WPForms · HTML/CSS · Google Business Profile

Analytics & ads

GA4 · Search Console · Tag Manager · PageSpeed Insights · Google Ads · Meta Ads Manager

Design & content

Canva · Photoshop · Illustrator · CapCut · Mailchimp

Systems & CRM

Zapier · JobNimbus · AccuLynx · Google Sheets · Apps Script · QuickBooks · Claude

Case studies and work samples: kayla-hernandez.com

— Kayla