

Elevation Marketing Strengthens Team with Addition of Global Marketing Strategist Josefina Campino

February 19, 2025

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Elevation Marketing is the leading digital marketing agency for contractors and home services businesses. Specializing in SEO, PPC, and digital lead generation?helping contractors and home service providers strengthen their brands, generate more leads, and grow their businesses online.

Elevation Marketing, the leading digital marketing agency for contractors and home services businesses, announces the addition of Josefina Campino as Marketing Strategist. This strategic hire reinforces the agency's commitment to delivering world-class digital marketing solutions to its growing client base in the competitive home services sector.

Campino brings extensive global marketing experience from renowned multinational companies including L'Oréal, Johnson & Johnson, and Reckitt Benckiser. Her expertise in blending data-driven strategies with creative marketing solutions aligns perfectly with Elevation Marketing's mission to deliver measurable results for contractors and home service businesses. Her track record of developing and implementing

successful marketing campaigns across diverse markets makes her an invaluable addition to the team.

"Josefina's unique background in global brand strategy, combined with her analytical approach to marketing, adds tremendous value to the team," says Devon Hayes, Principal at Elevation Marketing. "Her partnership in analyzing the 2025 Content Strategy demonstrates her ability to create innovative solutions that drive real results for their clients. Her insights have already transformed the approach to campaign development and measurement."

Since joining the agency in 2024, Campino has spearheaded several key initiatives, including leading a comprehensive performance analysis across client portfolios to develop targeted, customized, and high-impact strategies for 2025. She has also driven the enhancement of client Google Business Profile management systems and introduced new strategic benchmark analysis methods that have significantly improved campaign performance metrics.

"The home services industry presents unique marketing challenges and opportunities," says Campino. "By applying proven marketing principles and combining them with Elevation Marketing's deep industry expertise, they are able to create powerful strategies that help clients succeed in their local markets. The key is understanding both the technical aspects of digital marketing and the specific needs of contractors and service providers."

Campino's appointment comes at a time of significant growth for Elevation Marketing, as the agency continues to expand its services and client base throughout the United States, Canada, and beyond. Her experience in managing marketing departments for multinational companies brings valuable insights to the agency's operational processes and strategic planning, enabling more efficient and effective campaign execution across all client accounts.

When she's not analyzing data or crafting strategic marketing plans, you might find Josefina camping with her family (husband and three awesome kids) or planning their next adventure. Her journey from Santiago to Littleton isn't just a change of scenery ? it's a testament to her ability to thrive in any environment, bringing fresh perspectives and global insights to every project she touches.

Elevation Marketing is the leading digital marketing agency transforming how contractors and home services businesses succeed online. Founded by Devon Hayes and Amanda Joyce, hosts of the acclaimed Trades Secrets Podcast, the team of strategic marketers, developers, and creative professionals combines cutting-edge expertise with a deeply personal approach to client partnerships. The philosophy, "Elevating You, Elevates Us," drives everything?from SEO and PPC to digital lead generation?to help contractors strengthen their brands, generate quality leads, and achieve sustainable growth.

At Elevation Marketing, they are not just fulfilling deliverables; but building lasting partnerships that drive real business results, turning their industry expertise into measurable success for every client they serve. This comprehensive approach encompasses the latest digital marketing trends while maintaining a focus on proven strategies that deliver consistent results for clients in the competitive home services market. For more information about Elevation Marketing and its services, visit https://elevmarketing.com/.

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For more information about Elevation Marketing?, contact the company here:Elevation Marketing?Amanda Joyce888-744-3463ajoyce@elevmarketing.com

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Website: https://elevmarketing.com/

Email: ajoyce@elevmarketing.com

Phone: 888-744-3463