

AR

ALEJANDRO RODRIGUEZ GUERRA

📍 L5M 0X9, Mississauga Canada

☎ +1 (647) 821-2708

✉ alexrguerra16@gmail.com

🌐 <http://alexguerra.ca>

SUMMARY

I am a dedicated Marketing specialist with demonstrated knowledge in practices ranging from visual media to web development and data analysis. I take great pride in my competitiveness and desire for learning and growing in the ever evolving field of marketing. I am confident that with the skills I developed in my studies and mastered in my free time, I can have a positive contribution to any marketing campaign.

SKILLS

Digital Marketing

- Content/Data Management & Analysis
- Market Research & Forecasting

Graphic Design

- Logo design using Illustrator
- Print and Digital media design using InDesign & Canva
- UX Design using Xd and Figma

Fundamental knowledge of photographic content

- Production & Edition

- Fundamental skills in Photoshop

Writing For Visual Media

- Production of advertisement
- Short film scriptwriting

Web Development practices

- Wireframing and Low & High Fidelity Prototypes
- Proficiency in HTML5, CSS3 and JavaScript
- Use of frameworks including Bootstrap & React
- Client-Server and Host-Domain knowledge

EXPERIENCE

FREELANCE WEB DEVELOPER, 12/2023 - 12/2023

Self Employed, Mississauga, CA

Developed a site for a physical education teacher to feature his student's journey in his classroom including highlights, statistics satirical content.

- Designed creative user interfaces for websites with a focus on usability.
- Translated concepts into user flows, wireframes, mockups and prototypes to promote positive intuitive designs, site interactions and user experiences.
- Created and maintained complex user interfaces using HTML5, CSS3, and JavaScript frameworks.

RESTAURANT SERVER, 07/2022 - 03/2023

Earls, Mississauga, CA

- Followed up on guest requests in a timely manner.
- Maintained positive relationships with co-workers and customers alike through friendly communication.
- Assisted in the tip distribution for both the service team and the kitchen.
- Assisted in the training of new employees to perform duties.

EDUCATION AND
TRAINING

University of Toronto, Mississauga, Expected in 06/2025
Bachelor of Arts: Communication, Culture & Information Technologies

LANGUAGES

English: First Language	
Spanish:	French:
<div><div></div></div> Proficient (C2)	<div><div></div></div> Beginner (A1)