

Alejandro Rodriguez Guerra

(647) 821 2708 | a.rdgzg8@gmail.com | Mississauga, ON

Summary

My name is Alejandro, I am a 4th year student ready to launch my career in marketing. Through my professional and academic experience, I've developed a strong foundation in the skills required to succeed in the marketing industry; from soft skills like communication and teamwork to technical skills like SEO, Microsoft Office, and graphic design softwares. I take great pride in my discipline and proactivity, I am always looking to learn and improve and I receive any opportunities that come my way with an open mind.

Experience

Chivelab ToxiPets | Mississauga, ON

Marketing Intern | 12/2023 - 04/2024

- Contributed to 6000 downloads through social media and other marketing efforts over a 4 month span
- Conducted market research that identified key customer segments and increased conversion rate by 50%
- Led partnerships with content creators leading to 6 partnerships that gathered over 200,000 views.
- Ran email marketing campaign to new and active users with MailChimp.
- Designed and implemented a comprehensive SEO strategy that increased search engine rankings by 58%

Indus Space | Mississauga, ON

Marketing Consultant | 01/2023 - 04/2023

- Set up tools for SEO, including Google Search Console and Google Analytics.
- Helped kick-start social media marketing campaigns and set up a TikTok account for the company, leading to a growth in online presence and acquiring twice the amount of followers.
- Tested the website and suggested usability improvements to optimize the user experience (UX).
- Connected Indus Space to partners like libraries, the Ontario Science Centre, and the school board.
- Introduced the company to content creation tools like Buffer and GetMunch.

APS | Mexico, ME

Marketing Intern | 06/2023 - 09/2023

- Collaborated with design team to create effective visuals that resonated with target audiences, resulting in a 30% increase in engagement.
- Helped in the recruitment process of new agents.
- Developed presentations and assisted in document review for associate meetings.
- Assisted in video production targeted towards current employees for engagement.

Freelancing | Mississauga, ON

Web Developer | 11/2023 - Present

- Designed and developed WordPress websites that stayed true to the business's brand identity, ensuring a cohesive and professional online presence.
- Created static pages, including portfolio sites and other small projects, tailored individually for clients.
- Translated concepts into user flows, wireframes, mockups, and prototypes to promote positive, intuitive designs, site interactions, and user experiences.
- Implemented search engine optimization (SEO) tools, including Google Search Console and Google Analytics, to track engagement and traffic effectively.

Skills

Leadership, Teamwork, Problem Resolution, Microsoft Office, Web Development - HTML, CSS, JavaScript, WordPress and API's, Self Motivated, Google Search Console & Google Analytics, SEMrush & Ahref

Education

University of Toronto | Mississauga, ON

CCIT | 06/2025

3.5 GPA

