





# ALEJANDRO RODRIGUEZ GUERRA

## MARKETING

### CONTACT

 +1 (647) 821 2708  
 alexrguerra16@gmail.com  
 2058 QueensBorough Gate  
L5M 0X9, ON, Mississauga  
 <http://alexguerra.ca>

### SKILLS

#### Web Development

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

#### Digital Marketing

- Content/Data Management & Analysis
- Market Research & Forecasting
- Social media management
- Writing for visual media
- Fundamental skills in Photography and Photoshop

#### Graphic Design

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

### EDUCATION

#### BACHELOR'S DEGREE

Communication, Culture & Information Technologies (CCIT)  
University Of Toronto  
2021 - 2025

### PROFESSIONAL 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.

### WORK EXPERIENCE

#### Marketing Intern

ToxiPets | 2023 December - Ongoing

- Devised processes for using research data to identify and capitalize on advertising opportunities.
- Managed social media accounts and assisted in the production of video and graphic content.
- Tracked communications strategies, advertising campaigns and marketing approaches to measure successes and failures.
- Assisted in the design of the company's website to enhance navigation and improve visual appeal.

#### Admin & Ops Team Lead

Freelance | 2023 November - Ongoing

- Developed static pages including portfolio sites and other small projects individually for clients.
- 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

Earls | 2022 July - 2023 May

- 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.