

# Sebastian Alcaraz

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316 Lonsdale Road, Toronto, Ontario, M4V 1X4

## PROFESSIONAL SUMMARY

I am a junior marketing professional who is highly motivated, a quick learner and focused on outcomes. I have a solid background and skills in communications, design, customer service, marketing and business strategies and understanding. My passion for using innovative strategies and dedication to producing outstanding outcomes make me an invaluable asset in advancing brand success and exceeding corporate goals.

## WORK EXPERIENCE

### Social Media Management / Content creator

Jan 2024 - Present

The RV Farm • vaguhan, Ontario

- Developed engaging multi-channel audiovisual content and marketing strategies to increase online presence and awareness, which led to an increase in sales of 35% in the first month.
- Managed different social media platforms, implemented proper CRM strategies, and increased sales and in-store traffic.
- I supported business development efforts and inventory management.
- Developed relationships with prospects and previous buyers to improve customer loyalty.
- Develop original content through social listening and independent sources.

### Social Media Coordinator

Aug 2023 - Jan 2024

Ginko Health Store • Toronto, Ontario

- Supported SEO initiatives to improve content, keywords and branding.
- Increased customer engagement through social media.
- I wrote social media content to increase engagement with customers.
- Create social media content with consistent content and tone.
- Developed comprehensive resource management reports, data presentations, and data analytics reports.

### Marketing specialist

Aug 2023 - Dec 2023

The Vault Inc. • Vaughan, Ontario

- Increased customer engagement through social media.
- Analyzed and reported social media and online marketing campaign results.
- Monitored the online presence of the company's brand to engage with users and strengthen customer relationships.
- Designed and implemented social media strategies to align with business goals.
- Monitored the online presence of the company's brand to engage with users and strengthen customer relationships.

## **Marketing specialist Internship**

Staff Your Event • Toronto, Ontario

May 2023 - Jul 2023

- Create engaging content marketing initiatives to drive traffic, increasing contract opportunities
- Monitored schedules to verify project completion on schedule and within approved cost limitations.
- Built and kept strong relationships with loyal customers
- Analyzed social media engagement to identify high-performing campaigns for scalability, increasing brand reach by 27%.
- Maintained a complete database of files, contacts, and project materials.
- Collaborated with team members to help expand marketing channels

## **Bilingual Customer Service Representative**

Walmart • Toronto, Ontario

Jun 2021 - Jan 2022

- I achieved a high performance of 4.8+ stars with a number of positive reviews
- Built the logic for a streamlined ad-serving platform that scaled
- I specialized in customer relations and delivered professional customer service in both English and Spanish.
- Communicated with management when customer issues escalated and worked to find resolutions.

## **EDUCATION**

### **Business Marketing**

Humber College Institute of Technology & Advanced Learning • Toronto

Jan 2022 - Dec 2023

## **SKILLS**

- |                         |                         |
|-------------------------|-------------------------|
| * Interpersonal Skills. | * Adobe Creative Cloud. |
| * Adaptability.         | * Canva.                |
| * Content Creator.      | * Digital Marketing.    |
| * Team Work.            | * Microsoft Office.     |
| * Sales.                | * SEO.                  |
| * Project Management.   | * Analytics.            |

## **PROFESSIONAL CREDENTIALS**

- \* Analytics Simternship / STUKENT
- \* Google Ads
- \* HUBSPOT / SEO
- \* HUBSPOT / Social Media Marketing Certification.