# ARIEL MARTINEZ

## Professional Summary

Revenue-driven sales and marketing professional. In-depth knowledge of search engine optimization, logistics, design, and social media. Dedicated to assisting large, global organizations in creating and executing marketing strategies to drive brand awareness and business growth.

## **Employment history**

## E-commerce Coordinator, Tekno Products. Rutherford, NJ

Nov. 2017 - May. 2019

- Examine, select, order, and purchase at the most favorable price merchandise consistent with quality, quantity, specification requirements and other factors.
- · Keeps track of quality, quantity, stock levels, delivery times, transport cost and efficiency.
- Process all EDI documents, carton labels and order price tickets.
- Resolves any order related issues and ensure all orders get shipped on time.
- Manages inventory of 1,000 SKUs using Axiom order management software.
- Work directly with company CEO providing him analytics and decision-support tools used as the basis for reorganization, consolidation and relocation strategies.
- Creates and manage weekly reports of sales and apply changes to optimize sales.
- Inspect layouts and advertising copy and edit scripts, audio and video tapes, and other promotional material for adherence to specifications.
- · Responsible for developing, maintaining the company's website detailing the firm's offerings, services and products.
- Utilizes Adobe Photoshop to create and edit photos for listings.
- Responsible for creating company flyers, product catalog, photo editing and logo creation distributed via email campaigns, and social media.
- Optimize all digital content for SEO to improve organic search rankings.
- Collect and analyze data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Creates product information packages for vendors including product descriptions, images and pricing.
- Responsible for creating annual profit and loss reports detailing breakdown of spending on marketing revenue.
- Responsible for creating and implementing standard operating procedure for trade
- Responsible to attend shows with company CEO and Vice President, ensuring efficient use of their time, creating a welcoming atmosphere at our booth, and prioritizing the success of our presence at the show.

## Owner and Operator, FunDsire Party Entertainment. North Arlington, NJ Jun. 2015 - Present

- Direct or coordinate an organization's financial or budget activities to fund operations, maximize investments, or increase efficiency.
- Direct, plan, or implement policies, objectives, or activities of organizations or businesses to ensure continuing operations, to maximize returns on investments, or to increase productivity.
- Prepare budgets for approval, including those for funding or implementation of programs.

### **Personal info**

Phone:

(201) 969 -7468

Email:

arielmsola@gmail.com

Address:

2 Silvia Pl, North Arlington, NJ 07031

Languages

**Spanish** 

**English** 

**Skills** 

**Microsoft Office** 

**Google Analytics** 

Axiom

QuickBooks

Adobe Photoshop

**Adobe Illustrator** 

**Python** 

**MySQL** 

R Studio

Web Page Design

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Direct the hiring, training, or performance evaluations of marketing or sales staff and oversee their daily activities.
- Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.
- · Order or purchase supplies.

## Administrative Assistant, AirZones Heating and Cooling. Newark, NJ

Nov. 2016 - Feb. 2017

- Use computers for various applications, such as database management or word processing.
- Perform payroll functions, such as maintaining timekeeping information and processing and submitting payroll.
- Answer telephones and give information to callers, take messages, or transfer calls to appropriate individuals.
- Collect and deposit money into accounts, disburse funds from cash accounts to pay bills or invoices, keep records of collections and disbursements, and ensure accounts are balanced.
- · Create, maintain, and enter information into databases.
- Operate electronic mail systems and coordinate the flow of information, internally or with other organizations.
- Prepare conference or event materials, such as flyers or invitations.

## Manager, Ultramarinos Restaurant. Hoboken, NJ

Jul. 2014 - Oct. 2016

- Greet guests, escort them to their seats, and present them with menus and wine lists.
- Count money and make bank deposits.
- Investigate and resolve complaints regarding food quality, service, or accommodations.
- Schedule and receive food and beverage deliveries, checking delivery contents to verify product quality and quantity.
- Maintain food and equipment inventories, and keep inventory records.
- Schedule staff hours and assign duties.
- Establish standards for personnel performance and customer service.
- Organize and direct worker training programs, resolve personnel problems, hire new staff, and evaluate employee performance in dining and lodging facilities.

## Sales and Marketing Coordinator, Ecuavit Glass Factory. Quito, Ecuador Jan. 2012 – May. 2015

- Direct and coordinate activities involving sales of manufactured products, services, commodities, real estate or other subjects of sale.
- Plan and direct staffing, training, and performance evaluations to develop and control sales and service programs.
- Confer with potential customers regarding equipment needs and advise customers on types of equipment to purchase.
- Monitor customer preferences to determine focus of sales efforts.
- Prepare budgets and approve budget expenditures.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Develop graphics and layouts for product illustrations, company logos, and Internet websites.
- Design customer interface of online storefront, using web programming or ecommerce software.
- Deliver e-mail confirmation of completed transactions and shipment.



## New Jersey City University, Jersey City, NJ

Master of Science, Business Analytics and Data Science, Present

## **New Jersey City University, Jersey City, NJ**

Bachelor of Science, Marketing, May. 2017

## Bergen Community College, Paramus, NJ

Associate of Science, Business Management, May. 2014