

## Address

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# Ben Aguirre

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## EDUCATION

### Loyola University Chicago

*Bachelor of Business Administration in Marketing*

**Chicago, IL**

*May 2025*

*GPA: 3.814/4.000*

## PROFESSIONAL EXPERIENCE

### Skillsoft

*Digital and Editorial Marketing Intern*

**Remote**

*June 2023 – September 2025*

- Managed a team in the creation of a customized webpage for a key client, resulting in heightened client satisfaction and repeat business
- Performed QA testing on website updates and releases, ensuring seamless functionality and an error-free user experience for an average of 350,000 monthly visitors and 700,000 monthly page views
- Leveraged Google Analytics data to extract actionable insights and identify opportunities for website optimization and paid campaigns
- Conducted comprehensive SEO research for new content and existing pages to optimize keyword rankings for the company's website
- Revamped and updated company's chatbot to align with evolving business strategies and company updates
- Successfully managed and executed the launch of a new sustainability product, showcasing project management skills and execution of digital strategy and processes

### NockNock (A space sharing startup)

*Growth and Operations Intern*

**Chicago, IL**

*October 2022 – January 2023*

- Produced 11 Instagram reels amplifying brand visuals, garnering 205.2k total views
- Managed social media and organically grew Instagram follow count to 5,800
- Coordinated with department heads to generate monthly content calendar and establish target engagement metrics
- Organized and tracked responses to high amount of customer inquiries through multiple channels
- Cultivated relationships with 80 potential clients by engaging on social media platforms, resulting in new partnerships and increased bookings
- Coordinated planning and execution of 5 in-person events to develop and build relationships with influencers, converting partnerships and gaining new leads
- Sampled product features to test accessibility and effectiveness of the customer booking and checkout flow
- Coordinated and collaborated with cross-functional departments to develop new strategies and product features

## LEADERSHIP & ACTIVITIES

### ColorStack

*Member*

**Remote**

*October 2023 - Present*

### Loyola University Chicago – Quinlan School of Business

*Quinlan Ambassador*

**Chicago, IL**

*August 2022 - Present*

- 1 of 13 students chosen to represent Loyola's School of Business
- Host events for the school as well as open houses for prospective students

### Loyola University Chicago – New Student Programs

*Orientation Leader*

**Chicago, IL**

*June 2022 – October 2023*

- Introduced 3,000 new and transfer students to the Loyola Chicago community, while working with large group of other leaders
- Focused on the importance of individual and group successfulness

## ADDITIONAL INFORMATION

**Certifications** – Google Analytics Certification, *June 2023*

**Skills** – SEO, Google Analytics, Project management, QA testing, Google Ads, Content writing and copywriting, JavaScript, HTML, CSS, Front-end development

**Relevant Coursework** – Digital Marketing, Consumer Behavior, Business Analytics, Business Statistics