

# Carlos Flores

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## Education

### **COOP Careers - Digital Marketing Fellow**

**June 2025**

- Engaged in a 16-week fellowship program, acquiring expertise in SEO writing, SEM Ads, Facebook/Instagram Ads, Twitter Ads, LinkedIn Ads, Programmatic Ad buys, & Digital Marketing Metrics
- 200 hours of instruction time with a hands-on mastery of digital marketing platforms, communication/presentation training, and client work with a local organization

### **DePaul University, College of Computing and Digital Media**

**Chicago, IL**

**B.S:** Information Technology | **Minor:** User Experience

**June 2024**

- Relevant Coursework: Content Management, Intro To UX Design Principles, Project Management

### **Harold Washington City Colleges of Chicago**

**Chicago, IL**

**A.S** Computer Science

**May 2021**

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## Technical Skills & Certifications

- **Skills:** JavaScript, HTML, CSS, SQL, Python, R, Microsoft Office (PowerPoint, Excel & Word)
- **Methodologies:** Agile/Scrum, project management, digital strategy
- **Certificates:** Hubspot Digital Marketing, Google Ads Search, Google Digital Marketing, SEO Essentials, Basis DSP
- **Languages:** Spanish & English

## Client Project

*COOP Careers Capstone Project, Wild Blossom Meadery & Winery*

**April - June 2025**

- Developed SEM Google Ads mock displays and optimized ad copy, resulting in clear campaign concepts aligned with business goals
- Consulted directly with the business owner to identify marketing pain points for meadery tours and cider-making classes, informing tailored campaign strategies
- Contributed to campaign building and strategy development, supporting improved marketing outreach and audience engagement
- Conducted keyword research specifically for meadery tours and cider-making classes, improving targeting relevance for campaign ads

## Work Experience

### **Target**

**Chicago, IL**

*Fulfillment Specialist*

**Nov 2024 – Present**

- Efficiently processed over 30 guest orders with 90% accuracy, meeting strict one-hour fulfillment deadlines
- Assist customers in locating desired items, provide help with heavy purchases, and cultivate positive guest experiences by resolving inquiries and fostering a welcoming environment
- Collaborate with other store departments to fulfill operational needs, helping to maintain smooth store operations and timely service

### **Broadway Costumes INC**

**Chicago, IL**

*WordPress Developer Contractor*

**September 2023 – March 2024**

- Directed a team of five in designing and developing an e-commerce website, driving a 15% increase in theatrical supply sales
- Managed Agile artifacts (product backlog, sprint backlog, and acceptance criteria) to ensure clear documentation, effective time management, and the successful completion of weekly milestones and deadlines
- Improved search engine visibility by implementing SEO best practices such as optimized file names, adding image alt-text, descriptive metadata, and fixing broken links