**MARY E. ALVAREZ**

Huntington Beach, California 92646 | 714.576.6505 | mjwebdesignsinc@gmail.com

**Graduated June 2002 Platt College, Newport Beach CA**

*Associate of Science Degree in Information Network Technology Systems*

MARKETING STRATEGIST | WEBSITE DESIGN & GRAPHIC ARTIST

Online Marketing & Social Media Campaign Manager

I have 15+ years of experience in online marketing, campaign creation, deliver-ability and strategies. I have generated thousands of leads, and millions in revenue for leading marketer networks, corporate, media and educational organizations. I have worked in every aspect involving PPC, SMS, Social Media, and E-mail marketing campaigns from the graphic design, to content, tech, analytics, delivery, landing page creation, web design and data management. I have an additional 20 years experienced in website designs, graphic arts, professional sports public relations and sponsorship deals, along with partnership building and team management. ­

WORKING EXPERIENCES

Email Campaign Deliver-ability | Ad Campaign Management | HTML Email Coding & Programming | HTML | CSS | Landing Page Creation and Set up | PPC, PPA & CPM Campaigns knowledge | Affiliate Marketing | Organic & Paid Marketing | ISP & ESP Filters Knowledge | Successful Inbox and Bulk Configuration Knowledge | Advanced CANN-SPAM Knowledge | Online E-Mail Platform Delivery Services | A&B Testing Experience | List Segmentation Experience | SMTP Connection Experience | DNS & RDNS Knowledge | Data Analytics | KPI’s & ROI’s | Database Queries | Website Design | Graphic Designs | E-Commerce | Multi-Media & Direct Marketing | Social Media Platforms | SEO Listings Knowledge | Virtual Machines | Cloud Servers | Multiple CRM & Email Platforms | Professional Boxing Sponsorship Agent | Professional Athlete Executive Assistant | WBC Hall of Fame & World Championship Boxing Team Member

SOFTWARE, HARDWARE, SOCIAL MEDIA & EMAIL DELIVERY SYSTEMS

* Linux Operating Systems | Ubantu & CentOS | Webservers | Email Cloud Servers | SMTP Servers | DNS & RDNS Servers | Virtual Machines & VMWARE | VPS & Clouds Systems | OpenCart | cPannel | Plesk Parallels | CSS | HTML
* Microsoft Operating Systems: Windows Server 2000, Windows 2000, ME, XP, Vista, 7, 8, 10
* Microsoft Office Suite Programs: Outlook, Word, Excel, Access, Power Point, Publisher, Front Page | Microsoft Office Versions: XP, 2000, 2003, 2007, 2010
* Adobe Suites: Photoshop, Dreamweaver, Adobe Reader
* Other MS Windows Programs: WinSCP, Putty, VMWARE, Sony Studio, Serato DJ
* Social Media Platforms: Facebook, Twitter, Instagram, Youtube, Linkedin, Google+
* Online Domain and Hosting Systems: 1and1.com, Siteground.com, GoDaddy.com, Vultr.com, Softlayer.com, Fatcow.com, iPage.com, inmotionhosting.com, wix.com
* Online Email Delivery System Platforms & CRMS: Sendgrid.com, VerticalResponse.com, MailChimp.com, iContact.com, PHPList.com, Aweber.com, Zoho.com, Reachmail.com, SilverPop.com, Listrak.com, cmpaignmonitor.com, activecampaign.com
* Online Lead Generation Platforms: unbounce.com, zapier.com

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**PROFESSIONAL EMPLOYMENT**

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**PROFESSIONAL EMPLOYMENT**

**Alvatechmedia | Huntington Beach**, California

**Owner – Independent Contractor 2014 – Present**

I’m an independent lead generator driving web traffic and organic lead generation for several business mainly in the financial realm including - credit card debt, mortgage loans, tax debt relief, student loan and insurance companies. I’ve also had success with eCommerce products. I drive traffic to my clients using E-mail, SMS, PPC, Facebook, Instagram, Amazon and other networks. I can create, set up, and manage campaigns - including the development of landing pages and designing graphics for all campaigns. I also provide management and data analytics for all the leads generated. I use re-targeting and drip campaign technics that will maximize and nurture a lead the spam of 6 months to a year using automation.

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**Smarthome | Insteon, Irvine**, California

**Email Marketing Manager 2016 – 2018**

I segment lists, track campaign analytics, create, design, deploy and schedule email marketing campaigns to a 300,000 active customer list to CMO’s specifications. Campaigns consist of sending promotions for special sales, holiday sales, clearance items sales and announcements regarding smarthome.com and or insteon.com using Listrak services.

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**Driftek Media,** Laguna, California

**Campaign Manager | Email Marketing Delivery Specialist 2011 – 2015**

I developed, designed, and managed email delivery strategies and techniques to by-pass spam/junk filters while being Can-Spam complaint. Ran data analysis of clicks, opens, conversion rates, and revenue vs resources and cost. I contributed proven campaign management, sales-team leadership, strategic planning and new market development skills I delivered to major ISP/ESP's including Earthlink.net, AOL.com, Optonline.net, Centurylink.net, Hotmail.com, Gmail.com, Embarq.com, Juno.com, Netzero.net and others. Built and managed HTML coded campaigns, scheduled deliveries of campaigns and managed data base of email contacts. I connected to over 500,000+ email contacts per day.

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**RR Media,** Huntington Beach, California

**Email Marketing Delivery Specialist 2007 - 2011**

I planned, managed, & strategist the deliver-ability of hundreds of advertisement campaigns. My delivery strategies and techniques we were able to by-pass spam/junk filters while staying complaint. I averaged over 1 million dollars in generated revenue sales per year. We were reaching over 10 million email contact recipients a day. Advertiser clients included universities, retail chains, branded products, major auto dealers, education, insurance, and financial institutions. ADT, Direct TV, Amazon, Finger Hut, Terminix, and many others.

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**Team Julio Gonzalez Boxing,** Huntington Beach, California

**Public Relations & Sponsorship Agent | Executive Assistant 1997 - Present**

I created special sports digital media packages for potential and current sponsorship opportunities for professional boxer Julio Gonzalez. Julio is a WBC Hall of Fame member inducted in 2013, a WBO Light-Heavy Weight World Champion in 2003 and an Olympian representing Mexico in the 1996 Games held in Atlanta, GA, U.S. I generated hundreds of thousands in revenue with sponsorship deals. I coordinated magazine, TV, and radio interviews, including special appearances and events. I also manage the website content and graphic designs for his official website. In his memory we started the Julio Gonzalez Memorial Foundation.

I also worked with 2 other top 20 ranked contenders including Super Middleweight, and Light Heavyweight Pro Boxer Librado Andrade. Librado was a three-time super middleweight world title challenger, and I also worked with his brother a Middleweight boxer Enrique Ornelas for about 3 years.

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**EDUCATION**

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**EDUCATION**

**Graduated June 2002 Platt College, Newport Beach CA**

*Associate of Science Degree in Information Network Technologies*

**Orange Coast College, Costa Mesa CA**

*Sharpen Up Skills Classes & Extra Knowledge Courses*

**COURSES STUDIED**

Platt College

* MCSE (Microsoft Certified Systems Engineer)
* Information Networking Technologies
* Microsoft Office Suites
* Microsoft Windows Server 2000
* Microsoft Windows Operating Systems
* Microsoft Windows Active Directory
* A+ Hardware
* Website & Graphic Design
* Electronics Math
* General English & Writing
* Critical Thinking
* Public Speaking

Orange Coast College (OCC)

* Linux Systems & VM Ware
* SQL & Microsoft Access Database Systems