

# Carlos A. Hernandez Espina



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## ABOUT ME

I'm a dedicated lifelong learner. My journey has been enriched by diverse experiences, particularly in the realm of sales. As I delved into the world of design, my expertise expanded to include graphic design, content creation for social media, and proficiency in video and photography.

This multifaceted journey has not only honed my skills but also fueled my creative spirit. My commitment to staying at the forefront of design trends, coupled with a solid foundation in sales, positions me as an adaptable team player who seamlessly aligns with the company culture.

## WORK EXPERIENCE

### Customer service - Klubien Club Deportivo

January 2023 - Present

- Enhancing customer experiences to generate positive reviews
- Microsoft Excel and Microsoft Word
- Effective Problem-Solving Abilities
- Responding to messages on social media platforms such as Facebook, Instagram, and WhatsApp.

### Sales Promoter - Xiaomi Mexico / Rakhy

June 2022 - November 2022

- Crafting Exceptional Customer Experiences
- Excelling in Sales Initiation and Closure
- Consistently Ranking Among Top 1 and 2 in Total Sales in store
- Expertly Handling Challenging Customer Interactions
- Proficient in Strategic Online Advertising

### Sales Executive - Grupo Roca Móviles / AT&T Mexico

March 2021 - May 2022

- Promoting Post-Paid Services with Expertise
- Instilling Client Confidence in Purchases
- Mastering the Art of Sales Closure
- Providing Comprehensive Phone-Related Customer Support

### Freelance Graphic Designer

September 2011 - Present

- Making content for Social Media
- Video Editing and Photography
- Logo creation
- Print media

## LANGUAGES

English, Spanish

## CERTIFICATIONS

- **Google Digital Marketing and E-commerce Professional Certificate**
- **Google Analytics Certification**
- **Google IT Support Professional Certificate**

## EDUCATION

- **Digital Graphic Design** at UNID University Campeche, Campeche, México
- **High School** at UAC Ermilo Sandoval Campos, Campeche, Campeche, Mexico

## MARKETING SKILLS

Social Media Management, Organic Traffic, Paid Ads, SEO, SEM, E-mail Marketing, Adobe Creative Suite, Adobe Premiere, Photoshop, Illustrator, Canva, Lightroom

## PROGRAMMING AND IT SKILLS

HTML5, CSS3, JavaScript, React, GitHub, SQL (BigQuery), UX, Network Protocols, Active Directory, PowerShell, Troubleshooting, Debugging, Operating Systems (Windows and Linux), Bash, DNS, TCP/IP, Technical Support.

## SOFT SKILLS

Team player, Data driven decisions, Effective problem solver, Strong Interpersonal skills, Critical thinking, Attention to detail, Customer focus, Adaptability, Continuous learning.