

ALEXANDER G. CONTRERAS

www.linkedin.com/in/alexgco | 5328 Robinwood Road, Bonita, CA 91902 |
(619) 869-3607 | alexander.ga.contreras@gmail.com

EDUCATION

Bachelor of Arts in Business Communication

College of Integrative Science and Arts

Arizona State University, Tempe, AZ | 2020

PROFESSIONAL EXPERIENCE

WELLS FARGO HOME MORTGAGE, TEMPE, AZ

Home Mortgage Consultant | March 2021 - January 2023

- Managed client relationships utilizing a CRM system, ensuring streamlined communication, organized data, and enhanced customer satisfaction
- Provided personalized mortgage recommendations by understanding clients' financial needs and goals and using product knowledge to offer tailored solutions.
- Utilized fluent bilingual skills to effectively communicate and build trust with a diverse range of clients, resulting in successful outcomes
- Maintained expert knowledge of government lending regulations and bank underwriting policies

SNOW TEETH WHITENING, PHOENIX, AZ

Marketing Coordinator | January 2020 - March 2021

- Onboarded our products with retail partners by efficiently completing necessary forms and overseeing various administrative tasks.
- Worked with colleagues and retailer partners to design impactful product pages, engaging in-store displays, and compelling marketing materials, driving brand visibility and customer engagement
- Managed wholesale sales to spas, salons, and doctor's offices, driving revenue growth and maintaining strong customer relationships.
- Developed strong brand partnerships with prominent through proactive cold calling and persistent follow-up, driving successful collaborations and expanding brand reach.

SNOW TEETH WHITENING, PHOENIX, AZ

E-Commerce Marketing Intern | December 2018 - December 2019

- Increased brand recognition amongst Hispanic audiences by utilizing influencer marketing campaigns
- Created and grew vendor relationships with companies such as Lifetime Fitness, Smartech, and Belk.
- Identified partnership opportunities and fostered revenue-generating collaborations through proactive lead follow-up and strategic cold emailing.
- Created captivating articles and concise product reviews to engage and inform the target audience effectively