

Adriel Arizona

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Bilingual: English and Spanish
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Certificates:

Responsive Web Design, JavaScript, Front-End Libraries, Google Analytics, SEO, SEO II

Education: *University of Illinois at Chicago (UIC):*

Master's Degree of Science Education 2021, Bachelor's Degree of Biological Sciences 2019

Work History:

Head of Marketing *Techable.com • Chicago*

06/ 2023 – 06/2024

- Successfully managed a multidisciplinary team of 5 in running and operating a thriving startup, overseeing all aspects including Supply Chain, Sales, Marketing, Repairs, Financial departments, and two sister companies.
- Developed and designed standalone pages, incorporating site design, product layouts, and early Chat Ai databases. Implemented front-end web updates and on-page SEO improvements to enhance user experience and search engine rankings. Collaborated with developers to ensure technical updates and consistent branding.
- Implemented A/B testing and segmented audience campaigns to optimize marketing efforts, executed SEO strategies (on-page and off-page), engaged communities on Reddit and Quora, and managed social media presence across multiple platforms, resulting in a 50% increase in website traffic and improved customer targeting.
- Developed and executed comprehensive branding and marketing strategies, including paid ads on Facebook, LinkedIn, and Craigslist, enhancing company value and brand recognition while managing data-driven ad campaigns using tools like Google Analytics, Search Console, SEMRUSH, and Ahrefs.
- Managed cost and acquisition processes by tracking expenses and identifying cost-saving opportunities, increasing margins by 15%. Developed comprehensive inventory management software (IMS) that organized customer data, and implemented a market pricing system, enhancing data accuracy, pricing strategy, and e-commerce management.
- Increased sales through meticulous product management of 1000+ listings across multiple platforms (e.g., Shopify, Amazon, eBay) ensuring accurate inventory records, high-quality assets, and SKU content. Successfully closed high-value sales through phone, email, and online platform interactions, achieving an average order value of \$3,000

Data Entry Position *Help at Home (Contract) • Chicago*

05/ 2023 – 06/2023

- Maintained an efficient data management system that streamlined data handling processes, reducing retrieval time and improving overall data accessibility.

E-Commerce Specialist *Midwest Air Technologies Inc. • Long Grove*

01/ 2023 – 04/ 2023

- Led SEO keyword research, identifying high-traffic, low-competition keywords that increased product traffic by 25% and improved product placement on search engines.
- Efficiently managed and optimized over 300 product listings, ensuring accurate and engaging content that contributed to a 15% increase in online sales for these products.
- Managed and improved a web-scraping tool for competitor analysis, providing actionable insights on pricing, product, and availability strategies that boosted competitive positioning and increased market share by 10%.
- Partnered with the finance team to track and analyze e-commerce KPIs, driving initiatives that resulted in a 20% increase in seasonal, promotional, and event-driven campaigns.

Skills: SAP, CRM, CommerceHub, HTML, CSS, JavaScript, ReactJS, Mailchimp, Omnisend, Webflow, Figma, WordPress, SEMrush, Shopify, Canva, Google Analytics, Google Search Console, Ahrefs, Google Trends, Google Shopping, Google News, Upwork