

# ALEJANDRO L. GOICOURIA

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5 years experience in marketing and recently discovered my true passion within Search Marketing, Social Media, and Digital Media. Determined to deliver efficient use of Google Advertising and Search Engine Optimization.

## SKILLS AND LEADERSHIP QUALIFICATIONS

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- Computer: Google AdWords Certified, MS Office Suite (Word, Excel, Power Point), Publisher, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Basic HTML, CRM: Salesforce, and NextGen
- Language: Fluent in both English and Spanish
- Strong leadership skills, including the ability to establish and foster working relationships, coach and motivate others, and communicate confidently
- Excellent writing and research skills gained through work experience and original academic projects

## WORK EXPERIENCE

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Nov 2011- Apr 2012	<b>WordStream Inc.</b> <i>Sales Development</i>	Boston, MA
	<ul style="list-style-type: none"><li>• Qualified leads to set up demonstrations of our PPC software for the department Account Executives.</li><li>• Acted as liaison between the Sales, Product, and Customer Success department to ensure client satisfaction and decrease churn.</li><li>• 20% of demonstrations I initiated were closed.</li><li>• Collected feedback from subscribers, relayed to Product Development, and resolved issues with new concepts</li></ul>	
Feb 2011- Dec 2012	<b>Journal of Visualized Experiments</b> <i>Online Marketing Manager</i>	Somerville, MA
	<ul style="list-style-type: none"><li>• Supported the planning, execution, analysis and optimization of marketing campaigns to expand their subscription base with a focuses on search marketing, email blasts, partner marketing</li><li>• Created reports to analyze campaign trends, conversion rates and CPAs in order to insure we were acquiring leads profitably</li><li>• Developed a “long-tail” strategy for resulting in a 20% surpass of JoVE’s ROI objective</li><li>• Contributed to the 83% growth of a privately funded start-up.</li></ul>	
Jan 2009- Feb 2011	<b>Boston Eye Group</b> <i>Marketing and Sales Coordinator</i>	Brookline, MA
	<ul style="list-style-type: none"><li>• Doubled revenue from “100 eyes” last year, to “200 eyes” this year</li><li>• Developed the practices Facebook referral program and boost referrals by 15%</li><li>• Maintained detailed marketing reports to ensure maximum potential of ROI</li><li>• Researched competitors and potential Client trends in the Northeast area.</li><li>• Assisted in Lasik, ICL consultations, including informing potential candidates of pricing, financing, insurance options, and surgery</li></ul>	
Feb 2008 – Nov 2008	<b>Alsace International North America Inc</b> <i>Marketing and Business Coordinator</i>	Cambridge, MA
	<ul style="list-style-type: none"><li>• Acted as the liaised between prospective clients, consultants, and personnel located in Alsace, France</li><li>• Researched trends in the Automotive, IT, Biotech, and Performance Fiber industries</li><li>• Helped analyze and use market trends to establish up to date marketing strategies</li><li>• Developed and presented competitive analyses to global clientele and Alsatian counterparts to ensure Alsace's position in particular industries</li><li>• Generated new client opportunities through targeted marketing proposals</li></ul>	

## EDUCATION

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Jun 2012- Present	<b>Boston StartUp School</b> Marketing Track; Accelerated Graduate Course at Harvard I Labs	Allston, MA Aug 2012
Sep 2003 – May 2007	<b>Boston University, College of Communication</b> Bachelor of Science in Advertising, Concentration in Psychology	Boston, MA May 2007