

# Fidelmar Coronel

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Website: <https://fcoronel.com/>

Github Portfolio: <https://github.com/coronel08>

**About:** I have been programming for a couple of years now. What does programming mean? I simply say it means entering instructions for the computer in its own language, ex: do this, then that and so on. I enjoy being able to translate things from interesting ideas to actual projects in the same way a musician expresses themselves using music. My goal is to continue developing my ability to use my favorite tool, a computer, to solve problems.

**Skills:** • Linux • Python • Javascript • Databases • Servers • Content Creation  
• Web development • Data Analysis • Web Scraping • Digital Marketing • PC Networking

## Education:

2009-2013 B.A in Communications emphasis on Public Relations & Advertising  
California State University, Dominguez CA

## EXPERIENCE:

### ALJ Electronics, Hawthorne CA

04/2018- 05/2020

#### Marketing /General Manager

- Provided appliance sales, parts, and services to customers looking to improve their multifamily homes, businesses, and laundromats.
- Scheduled our technicians for repairs and oversaw that jobs are closed in a timely manner. Served as a liaison between technicians and customers.
- Utilized SEO (Search Engine Optimization), Adwords, blogs, and Email Marketing to build inbound leads, targeted campaigns, and remarketing campaigns.
- Implemented a CRM (Customer Relationship Management) and a funnel strategy to convert inbound leads into sales. Scheduled appointments and follow-ups with clients in CRM.

### Reborn Cabinets, Anaheim CA

06/2016- 03/2018

#### Marketing Coordinator/Manager

- Handled all recruitment, training, scheduling, bonuses, and payroll for department (30 event promoters and 30 call center representatives).
- Held accountable for the efficiency of marketing campaigns (generating leads and sales). Executed weekly profitability reporting on all marketing campaigns.

### Orange County Lawmen (non-profit organization), CA

09/2012- 09/2015

#### Marketing/ Public Relations

- Designed fliers, brochures, game programs, and content for website in Photoshop/InDesign.
- Created innovative ways to garner support from businesses and the community.

### Sears Roebuck Co. Torrance, CA

09/2011-03/2015

#### Lead Merchandiser

- Attended and organized trainings focused on product knowledge and customer service techniques.
- Received merchandise and created brand shops in its designated area. Created brand identities with visual displays (mannequins, decorations, signing, and focal points. Completed floor plans, planograms, and directions.
- Provided customer assistance and ensured merchandise replenishment needs were met.
- Assisted the Store Manager (SM) in the execution of Merchandising and Pricing responsibilities such as ad setup and takedown. Managed a team of merchandisers.

## Referrals:

Daniel Ramirez  
Jae Huh  
Carolyne J.

## Phone

(310) 365-5680  
(562) 833-9674  
(310) 291-7450

## Career

Marketing at Owi Robotics  
Marketing at Reborn Cabinets  
President at ALJCO

## Relationship

Classmate  
Coworker  
Manager