

# Fidelmar Coronel

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## 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*

- Provide appliance sales, parts, and services to customers looking to improve their multifamily homes, businesses, or laundromats.
- Schedule our technicians for repairs and oversee that jobs are closed in a timely manner . Be a liaison between our technicians and our customers.
- Content Marketing: building an inbound lead generation strategy by utilizing Search Engine Optimization, Google Adwords, Google Insights, and Social Media.
- Inbound/Outbound Sales: Develop and Implement a funnel strategy with the intent to convert leads into sales. Creating appointments and follow-ups with prospects in our CRM.

### Reborn Cabinets, Anaheim CA

06/2016- 03/2018

#### *Marketing Coordinator/Manager*

- Handling all recruitment, training, scheduling, bonuses, and payroll for department (30 event promoters and 30 call center representatives)
- Accountable for the efficiency of our marketing campaigns (generating leads and sales). In charge of implementing and maintaining campaigns and reporting profitability weekly.

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

09/2012- 09/2015

#### *Marketing/ Public Relations*

- Designing fliers, brochures, game programs, and content for website on Photoshop
- Creating innovative ways to garner support from businesses and the community.

### Sears Roebuck Co. San Diego, CA

09/2013-03/2015

#### *Lead Merchandiser*

- Attended and Organized trainings focused on product knowledge and customer service techniques.
- Receive merchandise and create a brand shop or place it in its designated area. Create a brand identity with visual displays (mannequins, decorations, signing, and focal points. Executes floor plans, planograms, and directions.
- Providing customer assistance and ensuring merchandise replenishment needs are met
- Assisting the Store Manager (SM) in the execution of Merchandising and Pricing responsibilities such as ad setup and takedown. Manage a team of merchandisers

#### Referrals:

Daniel Ramirez  
Jae Huh  
Carolyn J.

#### Phone

(310)365-5680  
(562)833-9674  
(714)747-9321

#### Career

Marketing at Owi Robotics  
Marketing at Reborn Cabinets  
President at ALJCO

#### Relationship

Classmate  
Coworker  
Manager