

# Florencia Chavez Patino

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## Digital Marketing Specialist

Dedicated Digital Marketing Specialist and Content Creator with a foundation in Design and Social Media strategies. Rapid learner of new technologies and environments to drive continuous improvement. Leverages interpersonal skills strengthened through client care support roles, enhancing team collaboration and communication.

## TECHNICAL SKILLS

- Wireframing
- SAP Business One
- CRM Experience
- MicrosOft Excel
- UX/UI Design

## EXPERIENCE

**Digital Marketing and Design Consultant.** Montreal/Vancouver, Canada

**June,2023 – Dic., 2024**

**Client: Marlene Hale (Chef/Activist/Filmmaker) | Freelance**

### **Responsibilities:**

- Designed and developed a professional filmmaker website, ensuring seamless navigation, engaging aesthetics, and alignment with the client's brand identity.
- Created a custom logo that encapsulated the client's vision and values, enhancing brand recognition across digital and print materials.
- Conceptualized and produced visually compelling business cards and brochures, maintaining consistent branding to support networking and promotional efforts.
- Collaborated closely with the client to understand project goals, incorporate feedback, and deliver creative solutions tailored to specific needs.
- Conducted research on design trends and competitors to ensure the client's branding stood out in the marketplace.
- Ensured deliverables met high-quality standards and were optimized for both print and digital use.

**Corner Stone College.** BC/Vancouver, Canada

**May,2023 – Sep., 2024**

**UI/UX Graphic Design Course**

**Avnet Integrated EMEA Solutions.** Phoenix AZ/Guadalajara, Mexico

**Sep,2021 – May, 2023**

**Customer Solutions Specialist**

### **Responsibilities:**

- Is an electronic components distributor based in Phoenix, Arizona. Primary online expert and point of contact to achieve identified deliverables, manage the end-to-end process of order fulfillment for sustaining program accounts.
- Revenue growth, Profit and Loss (P&L), key business metrics, and securing customer satisfaction.
- Ensure customer adherence to contractual agreement including identifying alternative options available.
- Negotiates contract changes including modifications associated with expanded customer requirements.

- Eager to apply analytical skills and collaborate effectively to achieve team goals.

**Dunna Esudio.** Guadalajara, Mexico  
**Digital Marketing and Community Manager**

**Jan, 2019- April, 2021**

**Responsibilities:**

- Design and implement social media strategies to align with business goals.
- Monitor online presence of company's brand to engage with users and strengthen customer relationships.
- Analyze and report social media and online marketing campaign results.
- Collaborated with upper management, clients and other personnel regarding media plans and campaigns.
- Increase customer engagement through social media.
- Conducted research to determine current benchmark trends and audience preferences.

**Glos Over Nails.** Guadalajara, Mexico  
**Sales/Store Manager**

**Mar 2015 – May 2019**

**Responsibilities:**

- Gloss Over is a company dedicated to the production and distribution of gel nails all over Mexico.
- Responsible for monitoring all the distributors in the North and West of México.
- Responsible for placing orders in the SAP Business One and monitored them until the clients received them to ensure that they arrived correctly.
- Online Marketing and Corporate Image of stores at National level.
- Responsible for arranging the counters and make sure they were the same in all the stores in the Mexican Republic.

**EDUCATION**

Universidad del Valle de Atemajac  
Bachelors Degree, Marketing  
Graduated 2017