



GIOVANNY FERNANDEZ

EXPERIENCE

Thryv Web Consultant

- Create and optimize website copywriting and content structure, ensuring compliance with legal regulations and SEO best practices.
- Develop and analyze content for a variety of clients, from attorneys and mechanics to builders, adapting tone and messaging to each sector.
- Collaborate with the design team to align visual aesthetics and content, accurately reflecting each client's legal and commercial messaging.
- Review and adjust website content to ensure accuracy and professionalism across all publications.

Synergies Analyst

- Authorize mortgage loan payments by verifying and approving payment requests.
- Analyze and confirm loan and banking information for accuracy and compliance.
- Coordinate with banks, constructors, and legal teams to confirm outstanding payment amounts.
- Review loan details to ensure all financial and legal requirements are met.
- Communicate with stakeholders to facilitate efficient and accurate loan payment processes.

Bella Terra Mall Marketing Manager

- Develop customized marketing strategies for various businesses, including retail stores, car washes, law offices, and bars.
- Coordinate advertising campaigns to improve visibility and increase customer engagement for mall tenants.
- Manage cross-functional teams in event planning and creative projects, ensuring alignment with brand identities.
- Oversee budget management to ensure campaigns meet financial goals and maximize return on investment (ROI).

Grupo Gamma Marketing Manager

- Develop and implement digital marketing strategies for diverse clients, including a travel agency, a SIM card company for travelers, a law firm, and an Amazon equipment sales business.
- Create engaging content tailored to each company's target audience.
- Manage social media platforms and execute advertising campaigns to drive traffic and generate leads for clients.
- Analyze campaign performance to optimize strategies and maximize return on investment.

EDUCATION

Tep-Pucmm Marketing

Coursera Project Management

Alura Web Programming

FreeCodeCamp Responsive Web Design

I want to succeed in a stimulating and challenging environment, building the success of the company while I experience advancement opportunities.



849-447-1847



giof15@hotmail.com



11th St, B #77, Gurabo

SKILLS

- Content Creation & Copywriting
- Digital Marketing & Advertising
- SEO
- Project Management
- Client Relations
- HTML / Javascript / CSS
- WordPress Web Design
- Graphic Design
- Analytics

COURSES

- Customer Service
- Assertive Communication
- Leadership
- Conflict Management and Decision-Making
- Advanced Photoshop
- Point-of-Sale Advertising
- Workplace Safety and Health
- Sales Techniques