

John Carlos Alvarez

New York, NY

+1 917.913.5997

johncarlosalvarez1@gmail.com

www.johncarlosalvarez.com

Profile

Marketing strategist with developer skills based in the concrete jungle, NYC. I connect the dots between the needs, wants, and desires of the customer and business goals.

Experience

Digital Strategist & Web Developer, Freelance; Remote – 2017 - Present

I work with groups to develop and implement digital marketing campaigns, front-end UX, and data visualizations. Supporting start ups and pre-IPO companies to maximize their marketing dollars and reach the right audiences to drive growth.

Paid Marketing Analyst, Upwork; Remote – 2018- Present

I support the paid marketing team at Upwork to optimize their marketing efforts. Responsible for optimizing bidding strategies, updating copy, optimizing landing pages, and crafting user friendly experiences.

Media Strategist, Iced Media; New York, NY – 2015-2017

At Iced Media I developed and implemented marketing campaigns using several tactics like proximity marketing beacons and retargeting. I administered budgets upwards of 300k USD for Fortune 500 companies. Working hand in hand with cross-functional teams to create seamless user experiences that directly impacted the client's bottom line.

Department Assistant, Scratch (Viacom Media Networks); New York, NY – 2014-2015

I worked with an in house creative team across Viacom's portfolio of brands. I supported cross-disciplinary teams dedicated to executing projects (e.g. strategies, research, videos, creative concepts, industry analysis, presentations, and events).

Account Executive, Trimstown Enterprise; Hong Kong & New York, NY – 2013-2014

At Trimstown created and presented marketing materials and developed new business for the firm in the US. I used my knowledge of front end tech to implement email marketing strategies.

Social Media Associate, MTV (Viacom Media Networks); New York, NY – 2013-2013

Designed & developed an interface for a project called mtvU Mascot. This initiative was pitched to executives as a way to help Viacom capitalize on growing digital trends. In addition to this work I produced content for MTVs social media channels.

Education

Syracuse University; Syracuse, NY – BS Marketing Management, 2013

HarvardX; Tiny Machine Learning (TinyML) Professional Certificate, 2021

Skills

Javascript, HTML, CSS, Node.js, Three.js, WebGL, Adobe Creative Suite, Raspberry Pi, Figma, Linux, Python3, Express.js, Git, Google Analytics , Facebook Ads, Arduino