



## JOHN CARLOS ALVAREZ

DIGITAL STRATEGIST | WEB DEVELOPER

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### + About me

Hey, my name is John. I'm a digital strategist and developer based in the concrete jungle, NYC. My toolbox contains a keen eye for design and proficient knowledge of digital tools & languages. I pay my bills by connecting the dots between the needs, wants, and desires of the customer and those often illusive business, brand, and marketing goals.

### ≡ Skills

#### DESIGN TOOLS

Adobe Photoshop	●	●	●	●	●
Adobe Indesign	●	●	●	●	●
Adobe Illustrator	●	●	●	●	●
AutoCAD	●	●	●	●	●

#### PROGRAMMING LANGUAGES

HTML	●	●	●	●	●
CSS	●	●	●	●	●
JavaScript	●	●	●	●	●

#### LIBRARIES & FRAMEWORKS

Three.js	●	●	●	●	●
Aframe	●	●	●	●	●
WebVR	●	●	●	●	●
D3.js	●	●	●	●	●

### + Experience

**Oct 2017 - Present**

#### **Freelance Media Consultant**

Digital Strategist & Web Developer

+ I work with groups to ideate, create, and implement digital marketing messaging, front-end UX, and data visualizations.

+ Supporting start ups and pre-IPO companies.

**Sep 2015 - Jan 2017**

#### **Iced Media**

Media Strategist

+ Ideated and implemented marketing campaigns using proximity marketing beacons and retargeting tactics.

+ I administered budgets upwards of 300k USD.

**Mar 2014 - Mar 2015**

#### **Scratch (Viacom Media Networks)**

Department Assistant

+ I worked with an in house creative team across Viacom's portfolio.

+ I supported cross-disciplinary teams dedicated to executing projects (e.g. strategies, research, videos, creative concepts, industry analysis, presentations, and events).

**Sep 2013 - Mar 2014**

#### **Trimstown Enterprise**

Account Executive

+ Developed email campaigns using front-end programming languages.

+ Created presentation materials.

**May 2013 - Sep 2013**

#### **MTV (Viacom Media Networks)**

Social Media Associate

+ 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.

+ Produced content for MTV's social media channels.

### + Education

**2008 - 2013**

#### **B.Sc. Marketing Management**

Whitman School of Management,  
Syracuse University