

## PERSONAL INFORMATION

Name: Gerardo Segovia Alvarado

Email: gerardosgvg@gmail.com

INTERESTS: Marketing, User Experience, Ecommerce

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## EXPERIENCE

### Marketing Operations Specialist I Amazon Music

Apr 2022 – Current

- Built and implemented a weekly campaign-tracking process, allowing marketers to save +300 work hours per year
- Technical operation and maintenance of 14 email newsletters sending weekly to +8mm recipients across Europe and North America
- Creation and maintenance of teams documentaiton library, housing over 50 learning and knowledge share resources that enhanced teams technical development and facilitated the onboarding of new hires

### Marketing & Web development I gersegal.com

Jan 2020 – Apr 2022

- Sales and marketing: Client prospecting, email marketing, sales pitch coordination, and client onboarding.
- Fullstack web development.
- Client workflow management; project planning, oversee project life cycle, reporting and communication.

### Jr. Account Manager (Business Internship) I Google

Jun 2019 – Dec 2019

- Worked in partnership with CPG Account Managers to lead client relationships and day-to-day implementations.
- Implemented Brand Campaign measurements, in addition to their respective reporting deliverables and insights analysis.
- Active collaboration on presentations and pitch narratives for video advertising solutions.

## PROJECTS AND EXTRACURRICULAR ACTIVITIES

Co-founder I UW Calisthenics (January 2014 – August 2017)

- Ownership of the structure and narrative for the first social media campaign.
- Coordinated initial content marketing strategy: Youtube series with 15 videos, 30+ written articles on website, and initiated relationships with other calisthenics brands and fitness influencers.

Digital Marketing training for IMDOSOC (Feb 2020 - Aug 2020)

- Coordinated trainings that helped the organization enhance their digital marketing implementation.
- Worked in partnership with the marketing team to create the social media strategy for 2020.

## SKILLS

### Tools:

Sketch, Google Workspace, Google Data Studio, Adobe Premier, Wordpress, Git, Figma

### Technical:

HTML, CSS, Javascript, PHP, Technical SEO, SQL

### Spoken languages:

Spanish (Native)  
English (Fluent)

## EDUCATION

Universidad La Salle | Marketing 89/100 (2015 - 2019)

### COURSES:

Google UX Design Professional Certificate

Introduction to Python for Data Science

Microsoft - DAT208x

Viral Marketing and How to Craft Contagious Content

University of Pennsylvania Online Learning