

## PERSONAL INFORMATION

Name: Gerardo Segovia Alvarado

Email: gerardosgv@gmail.com

INTERESTS: Marketing, User Experience

---

## EXPERIENCE

### Marketing & Web development | gersegal.com

Jan 2020 – Current

- 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) | 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.

### Content Creation & Social Media | Dell Technologies

Jan 2019 – Jun 2019

- Worked with the Social Media Lead to build campaigns for Employment Brand.
- Ideation and execution of the social media content strategy (Q2, Q3) for Employment Brand in Dell Mexico.
- Led social media efforts to attract talent for the new Cybersecurity team in Mexico City, resulting in a +20% increase in new hires through social media.

## PROJECTS AND EXTRACURRICULAR ACTIVITIES

Co-founder | 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

Technical:

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

Spoken languages:

Spanish (Native)

English (Fluent)

## EDUCATION

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

COURSES:

Hubspot Academy

SEO certification | #f8263da0ed140ab918307860d8d02a5

Introduction to Python for Data Science

Microsoft - DAT208x

Viral Marketing and How to Craft Contagious Content

University of Pennsylvania Online Learning