

## **Joshua M. Becerra**

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### **SKILLS**

- Administrative Support
- Client Relationship Development
- Creative Team Leadership
- Focus Group and Market Research
- Market Analysis
- Marketing Strategies and Campaigns
- Price Quoting
- Public and Media Relations
- Social Media Marketing
- Website Development

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### **PROFESSIONAL SUMMARY**

Within the past 4 years I have had the privilege to grow my skills and passion for marketing through many invaluable work experiences. I've consulted for a variety of companies including Bacon Nation, Brown's Sports, Laura Secord and Starbucks. As a result I have gained a lot of experience in different industries.

Furthermore, as the head of marketing for nearly 4 years High Park tutoring was able to reach over 100 students, with more than 50% of them being in high school. I believe that helping students achieve academic success will greatly improve their own lives as well as the lives of the people around them.

Currently I am searching for a role that will challenge me within a company that has been built on trust.

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### **PROFESSIONAL EXPERIENCE**

#### **Freelance - Toronto, ON**

#### **Digital Marketing Consultant, May 2014 to present**

- Website design and development
- Online marketing campaigns
- Social media
- Mobile marketing
- Internet marketing
- Head of Sales and Marketing

**High Park Tutoring – Toronto, ON****Head of Marketing, September 2010 – April 2014**

- Created marketing campaigns to attract students
- Analyzed various marketing techniques effectiveness
- Collaborated with teachers and professors to host tutoring info sessions
- Negotiated prices with clients
- Tutored high school and university students

**Food Industry – Toronto, ON****Marketing Consultant, May 2012 – August 2013**

- Supported customer research projects and provided logistic support
- Monitored tastings and competitive shopping
- Identified, researched and analyzed product data to support the development of category strategies
- Prepared creative briefs, meeting recaps and project recommendations
- Utilized Microsoft Office products to gather and present findings for the Brand Specialist

**Food Industry – Toronto, ON****Marketing Research Consultant, May 2011 – April 2012**

- Brainstormed marketing strategies
- Conducted on-location surveys
- Compiled research findings into reports and presented them

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**TECHNOLOGY**

- **Software:** CSS, Google Analytics, HTML, Java Script, Microsoft Office (Access, Excel, Outlook, PowerPoint, Word)
- **Social Media:** Facebook, LinkedIn, Twitter, YouTube

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**EDUCATION****Ted Rogers School of Management, Ryerson University - Toronto, ON****Bachelor of Commerce (B.COMM), April 2014**

- **Major:** Marketing
- **Minor:** Finance

**REFERENCES AVAILABLE UPON REQUEST**