

# David Velasquez

velasquezaguilerad@gmail.com | (323)893-4038 | Los Angeles, CA 90029

## Profiles

Portfolio Website: <https://velasquezd.github.io/Portfolio/>

Linkedin: <https://www.linkedin.com/in/david0velasquez/>

Github: <https://github.com/velasquezd>

## Professional Summary

Operations professional with 1 year of experience in digital marketing, Operations, and IT support. Skilled in driving business growth through strategic marketing initiatives, process optimization, and data analysis. Adept at collaborating with cross-functional teams to solve complex challenges and enhance operational efficiency.

## Areas of Expertise

**Professional Skill:** | Digital Marketing | Email Marketing | SEO | Spanish | Data Analytics | Customer Segmentation |  
| Project Management | Market Research | Operations | Spanish | Social Media Strategy | IT |

**Technical Skills:** | Office 360 | Excel | Davinci Resolve | Photoshop | Google Analytics | MailChimp | Canva | Wordpress |  
| Google Business | Google Analytics | Figma | Html | Css | JavaScript | Blender3D | Slack |

## EXPERIENCE

### Freelancer

*Freelance*

**Remote**

*March 2025*

- **Website Design and Content:** Developed a fully responsive website using HTML, CSS, and Javascript for Hydraulics & Gaskets, successfully launching the site on GitHub to generate 100 unique visits within the first week, achieving a 30% engagement rate compared to industry averages.

### Hydraulics & Gaskets

*Assistant Manager of Operations*

**South El Monte, CA**

*June 2024 – Present*

- **Email Campaign Marketing:** Led the design and execution of targeted email marketing campaigns using Canva and GIMP, driving a 30% increase in customer acquisitions across 10+ new clients within 3 months and significantly boosting brand engagement metrics.
- **Google Business Profile & SEO Management:** Managed and optimized Google Business Profile by adding content and visuals, implementing SEO strategies, and monitoring performance through Google Analytics and profile insights.
- **Market Research Analysis:** Conducted detailed market research by analyzing key terms such as 'brake hoses' and variations like 'brake lines' and 'brake fluid hoses' through Google Business insights and industry trends. This analysis revealed a growing demand, leading to the strategic introduction of BrakeQuip into the inventory. After securing certification that resulted in a 20% sales increase across three across three months.
- **Project Management and Deadline Coordination:** Led a last-minute hydraulic hose replacement for a food factory by coordinating with the client, organizing the team, and streamlining the workflow. Completed the project within two days, boosting team efficiency by 30% and meeting urgent delivery needs.
- **IT:** Provided technical support for desktop computers, troubleshooting operating system errors, software crashes, and hardware malfunctions. Utilized diagnostic tools (e.g., system logs, task manager) to identify root causes and implemented solutions, reducing system downtime by 20%.

### Hydraulics & Gaskets

*Warehouse Associate*

**South El Monte, CA**

*May 2021 - May 2023*

- **Customer Sales Relation:** Contacted with suppliers and customers to source and fulfill product requests, ensuring timely delivery of items. Managed customer interactions by addressing inquiries, providing product recommendations, and generating accurate invoices, which contributed to improved customer satisfaction and streamlined sales processes.
- **Customer Service and Hydraulic Hose Assembly:** Assembled hydraulic hoses and assisted customers with transactions, managing over 50 orders weekly while decreasing wait times by 30% and improving customer flow, leading to a 60% increase in satisfaction and repeat business.

## EDUCATION

**San Francisco State University**

*B.A in Broadcast and Electronic Communications*

**San Francisco, CA**