

Valeria Garcia

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www.valeriagarcia.net

PROFESSIONAL SUMMARY

Ambitious Digital Marketing designer with an eye for branding and design. Proficiently skilled in creatively using SEO, Email Marketing, Social Media and Strategic Marketing to increase brand awareness. Dynamic, result driven professional; knowledgeable in marketing from a B2B & B2C perspective. Enthusiastic team leader, accomplished artistic innovator and passionate content creator.

CORE COMPETENCIES

- Adobe Creative Suite
- Hubspot / Salesforce
- SEO / SEM
- HTML / CSS / Javascript
- Google Analytics / Keyword
- A/B Testing
- MS Access / MS Word / MS Excel
- Project Management
- Word Press / Survey Monkey / Divi
- YT Optimization / Monetization
- Audio / Video Editing
- Social Media Ads
- B2B / B2C Strategic Marketing
- Video Production / Content Creation

CERTIFICATIONS / ACCOMPLISHMENTS

- Hoot Suite Certified
- CPR Certified
- Notary Public
- National Multistate Licensing System
- Paid Partnership on Youtube | 400k World Wide Views
- National UPITCH Entrepreneurial Competition & Techlaunch: Entrepreneur Pitch Competition
- FDU Shark Tank'18 1st place winner

EDUCATION

Fairleigh Dickinson University

Bachelors Degree

Major: Marketing | Concentration: Digital Marketing

Minor: Web Design & Development

Teaneck, NJ
Class of 2019

PROFESSIONAL EXPERIENCE

Gig-Werks & ProjectReady

Product Marketing Intern

Yonkers, NY

October 2019 – February 2020

- Planned meetings and trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignments, and coordinating mailing lists.
- Work with Director of Digital Marketing to translate and create marketing requirements into compelling, appropriate campaigns and designs.
- Produce the design and production for websites, product graphics, web logos, social media graphics and banners, static and rich banner ads, email campaigns, and email templates.
- Maintained social media presence using tools like Hootsuite & continuously evaluated keyword research, with comparative A/B testing.
- Designed / edited promotional and LMS videos using Adobe Premiere and After effects.

Getinge - Maquet Cardiovascular

Product Marketing Intern

Wayne, NJ

June 2019 – September 2019

- Worked in Upstream marketing in the Cardiac Surgery Dep. and assisted in the development of a next generation CS product.
- Collected quantitative and qualitative data on consumers, competitors and market place and consolidated information into actionable reports and presentations.
- Helped create and distribute marketing content for different products in the Cardiac Surgery department.
- Helped with the planning and hosting of events for all interns.
- Created Post Market Surveillance surveys and questionnaires on Survey Monkey. Closely monitored by the FDA.

Spectrum Physical Therapy & Athletic Training

Marketing Associate

Old Tappan, NJ

June 2017 – September 2018

- Created Content for Marketing Campaigns & updated / analyzed SEO.
- Rebranded and Designed Website on Word Press. Tracked Google Analytics
- Increased customers reviews to develop brand credibility. Created surveys to get customer feedback.
- Maintained social media presence using tools like Hootsuite & continuously evaluated keyword research, with comparative A/B testing.