

LUZ GARCIA



EDUCATION

Florida International University

- Masters in Marketing
- Graduation Date: Aug 2022

University of Central Florida

- Bachelor of Arts degree in Advertising/Public Relations
- Graduated: Dec 2017

Certifications

- Certified in Digital Marketing, Social Media Marketing, Google Adwords/Search, PPC, SEO, and YouTube Advertising

SKILLS

- Adobe Photoshop, Illustrator, Premiere Pro, After Effects, InDesign
- Basic HTML
- SEO/SEM
- WordPress
- Constant Contact
- MailChimp
- Hootsuite
- Microsoft Word, Excel, Powerpoint and Outlook
- Fluent in English and Spanish

CONTACT DETAILS

Pompano Beach, FL | (954) 699 3592

luz.garcia7411@gmail.com

www.luz-garcia.com

PROFESSIONAL EXPERIENCE

Marketing Manager

Electrum Branding | May 2019 to current

- Manage social media accounts and create content for Electrum Branding and selected Electrum Branding clients.
- Create and layout advertising pieces, press releases, blogs, newsletters, website maintenance, and other marketing materials.
- Create graphics and videos for marketing promotions
- Measure and report performances for social media, Google Analytics and Google AdWords.
- Manage and oversee paid marketing strategies.

Marketing Coordinator

GA Telesis | February 2018 to March 2019

- Research audience preferences and discover current trends.
- Brainstorm advertising ideas, handle advertising placements, and oversee photoshoots.
- Distribute and edit press releases and blogs.
- Edit and maintain company website and intranet.
- Plan and execute internal marketing.
- Assist in planning and promoting charity and company events.- Create engaging text, image, and video content.
- Design graphic and video posts to sustain readers' curiosity and create buzz around new products.
- Oversee layouts of social media accounts.
- Suggest new ways to attract prospective customers, like promotions and competitions.

Public Relations/Marketing Intern

Pivot Business Consulting | April 2017 to November 2017

- Analyze competitive market strategies through analysis of related product, market or share trends.
- Assist with design and execution of print materials for clients and company.
- Assist in event planning and execution.
- Build and manage the social media of clients
- Create content for clients' websites.

Marketing Intern

Synergy Oviedo Chiropractic | January 2017 to June 2017

- Manage and grow fans on Synergy Facebook page.
- Interact with patients and fans on social media.
- Build a basin of evergreen social posts creating compelling content.
- Monitor and post on blog/website.
- Plan and oversee patient campaigns alongside community relations director.