

ALEXIS FLORES

MARKETER

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☎ 608-520-9953

📍 Madison, WI

CAREER OBJECTIVE

Marketing professional with an Associate Degree of Applied Science in Marketing and 3+ years of experience specializing in digital content production, social media strategy, and campaign analysis. Proven ability to leverage Adobe Suite, HubSpot, and Google Analytics to boost audience engagement by up to 50% and increase follower growth by 30%. Fluent in Spanish and adept at collaborating with cross-functional teams to drive operational efficiency and achieve key marketing objectives.

WORK EXPERIENCE

Marketing Assistant

Madison School & Community Recreation (MSCR)

📅 June 2025 - current

📍 Madison, WI

- Contributed to the development and execution of marketing strategies and initiatives, including social media campaigns that boosted engagement by 25%.
- Produced over 100 high-quality photos and videos, boosting engagement for MSCR programs in Madison through compelling digital storytelling.
- Developed and executed a strategic social media posting schedule across multiple platforms, resulting in a 30% increase in engagement and a consistent weekly presence for optimal audience connection.
- Analyzed social media metrics for brand awareness campaigns, uncovering insights that led to a 15% increase in engagement and pinpointed key areas for ongoing improvement.
- Implemented targeted social media strategies that boosted follower growth by 30% and increased audience interaction by 50%.
- Cultivated vibrant relationships with followers by actively engaging with user comments and messages, enhancing overall community satisfaction and increasing follower engagement.

Marketing Media Coordinator

Deja Food Group

📅 June 2024 - November 2024

📍 Madison, WI

- Produced captivating photography and video content, delivering a 30% increase in audience engagement for over 2 restaurants on social media.
- Oversaw social media platforms, actively engaging with guests and responding to inquiries, resulting in a 30% increase in engagement over six months.
- Collaborated with chefs and managers to streamline menu content approval processes, resulting in quicker decisions and enhanced communication between teams.
- Contributed innovative ideas during manager meetings for both restaurants, driving actionable operational strategies that boosted team collaboration and improved efficiency.

EDUCATION

Associate Degree of Applied Science
Marketing

Madison Area Technical College

📅 January, 2020 - December, 2022

📍 Madison, WI

SKILLS

- Customer Service
- Fluent in Spanish
- Microsoft Office (Word, Excel, PowerPoint)
- Event Coordinator
- Adobe Suite (Photoshop, Lightroom, Illustrator, Premiere)
- HubSpot, Mailchimp
- Digital Marketing
- Canva
- Google Suite
- Paid Ads
- Social Media Management
- SEO (Search Engine Optimization)

CERTIFICATIONS

- Social Media Certification from Hubspot Academy
- Google Analytics Certification from Google Analytics Academy