

# ALEXIS FLORES

## MARKETER

### Contact Details

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### Experience

#### MARKETING ASSISTANT

*Madison School & Community Recreation (MSCR)*

- Assisted Marketing Specialist with creating and implementing marketing strategy and initiatives
- Captured photos and videos for MSCR programs throughout the Madison area
- Planned and scheduled social media posts to ensure consistent posting and optimized engagement
- Tracked and analyzed social media metrics to measure campaign effectiveness and identified areas for improvement
- Staying up-to-date on the latest social media trends, platforms and best practices
- Monitoring and responding to user comments and messages, engaging with followers and building relationships

#### MARKETING MEDIA COORDINATOR

*Deja Food Group*

- Producing photography, video content, and captions for the restaurants on social media platforms and websites
- Managing all social media platforms including messages from guests
- Communicating with Chefs and Managers to facilitate content, getting content approved by Operations Manager
- Attending manager meetings for both restaurants

### Education

- **Associate of Applied Science-Marketing**  
Madison Area Technical College

### Skills

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

### Certifications

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

### Hobbies & Interests

- Photography
- Guitar
- Biking
- Live Music
- Travel