

## CONTACT

 Brownsville Tx

 (956)5059465

 mariaalanmol@gmail.com

## EDUCATION

2019- 2024

University of Texas Rio Grande Valley

Major in Graphic Design

Minor in Marketing

## TOOLS

- LucidChart
- Shopify
- Canva
- Google Keyword Planner
- Google Ads
- Meta Ads Manager
- Instagram
- Sprout Social
- Insense Influencer Platform
- Adobe Suite

## LANGUAGE

- English
- Spanish

# Maria Alanis

## EXPERIENCE

The Global Tech Experience / Noz Sunscreen

Digital Marketing Trainee SPRING 2024

- Designed and built an ecommerce website using Shopify
- Implemented brand guidelines and developed on-brand creative and copy
- Leveraged best practices and A&B testing to improve conversion and reduce friction
- Created paid and organic social media content for Instagram & Facebook
- Sourced influencers and planned a global influencer campaign on TikTok
- Calculated cost-efficiency metrics, evaluated and reported on campaign performance
- Created a paid search campaign on Google ads
- Collaborated with a global team to complete marketing tasks

The Global Tech Experience / Charity: Water

Digital Marketing Trainee SPRING 2024

- Designed a marketing strategy for engaging GenZ audiences
- Created paid and organic social media content for Instagram and Facebook
- Sourced influencers and planned a global influencer campaign on TikTok

## SKILLS

Digital Marketing

Ecommerce Marketing

Social Media Campaigns

Branding

SEO Keyword Research

A&B Testing

Email Marketing

Content Creation

Social Media Content Strategy

Paid Search

Content Marketing

Intercultural Teamwork