

# ALEX VALENZUELA

DIGITAL MARKETING EXPERT | GRAPHIC DESIGNER

## EDUCATION

BA FASHION MARKETING  
*Art Institute of Phoenix - Jun 2011*  
CGPA: 3.9 ; Dean's Honor Roll

## INTERNSHIPS

PRIMP CLOTHING 2011-2012  
Social Media Manager

CORINA COLLECTIONS SHOWROOM 2011-2011  
Showroom Assistant

BELLAVITASTYLE.COM 2010-2011  
Blogger/Editor

NORDSTROM 2007-2008  
Brass Plum Fashion Board Intern

## SKILLS

SEO and Google Analytics  
Social Media Strategy  
Adobe Creative Suite  
Graphic Design  
Copywriting  
Magento  
The MLS  
Photo editing  
Microsoft Office  
Affiliate Programs  
Basic HTML  
Blogger  
Wordpress  
CRM Programs  
Social Media Advertising  
Google Ad Platform

## LINKS

[www.alexmvalenzuela.com](http://www.alexmvalenzuela.com)  
[www.stylelistaconfessions.com](http://www.stylelistaconfessions.com)

## OBJECTIVE

A trust worthy, very organized, team playing and loyal professional. Seeking a full-time position, with emphasis in digital marketing and/or graphic design.

## EXPERIENCE

### THE DINSKY TEAM | FROM JUN 2016 - PRESENT

Marketing & Operations Director / Realtor DRE # 02035387

Manage all traditional and digital marketing for The Dinsky Team / Andrew Dinsky. This includes managing all social media accounts, social media advertising and Google Ads. Create and design all digital and print marketing for properties including but not limited to fliers, postcards, mailers and e-mail blasts. Write property descriptions for all listings. Create innovative ideas to generate more business. Work directly with marketing vendors such as photographers, videographers and printers and ensure material is ordered and delivered in a timely matter. Actively manage all real estate transactions from paperwork to client updates to being a point person for escrow officers and various vendors. Manage and oversee day-to-day operations of business as a whole and act on behalf of the owner to supervise team agents and various team members.

### THE NOEL TEAM | FROM APR 2014 - JUN 2016

Marketing Coordinator / Graphic Designer

Create and design all marketing materials for each property listed including fliers, door hangers and postcards. Manage digital presence of all homes including property websites, Zillow, Trulia, The Noël Team website, and the MLS to name a few. Manage all social media outlets including Facebook, Twitter, Instagram, Pinterest, LinkedIn and Noël Team blog. Assist with various real estate duties including hosting open houses and showings of various properties. Assisted in redesigning the website with developers.

### STYLELISTA CONFESSIONS | FROM SEPT 2009 - PRESENT

Fashion Blogger

Fashion and beauty blog started in 2009. Posts on fashion and beauty as well as personal style. Manage multiple social media accounts for the blog as well.

### ALEX M.VALENZUELA REAL ESTATE & DESIGN | FROM SEPT 2009 - PRESENT

Designer

Freelance graphic design and marketing work for various types of companies including real estate agencies, clothing companies & more. Under this company I also offer various real estate agents around California transaction coordination services.

### LA MADE CLOTHING | FROM APR 2012 - AUG 2013

Marketing & e-Commerce Manager

Manage all marketing related tasks for the company including public relations and blogger seeding. Manage and maintain all social media accounts including Facebook, Twitter, Pinterest, Instagram and the company blog. Head buyer for the e-Commerce division of LAmade. Handle all website e-Commerce orders. Assist wholesale with various tasks and attended trade shows. Style photo-shoots for website and write product descriptions and all other website and marketing related copy. Handle all online customer service related tasks and duties.