

Alejandro Rodriguez Guerra

a.rdgzg8@gmail.com

+1 (647) 821-2708

2058 Queensborough Gate

Professional Summary

My name is Alejandro, I am a 4th year student ready to launch my career in marketing. Through my professional and academic experience, I've developed a strong foundation in the skills required to succeed in the marketing industry; from soft skills like communication and teamwork to technical skills like SEO, Microsoft Office, and graphic design softwares. I take great pride in my discipline and proactivity, I am always looking for ways to contribute while I learn and improve.

Work Experience

Marketing Intern | ChiveLab & ToxiPets

December 2023 - April 2024
Mississauga, ON

- Led various campaigns that led to 6000 downloads over a 4 month span
- Conducted market research that identified key customer segments and increased conversion rate by 50%
- Led partnerships with content creators leading to 6 partnerships that gathered over 200,000 views.
- Ran email marketing campaign to new and active users with MailChimp.
- Designed and implemented a comprehensive SEO strategy that increased search engine rankings by 58%
- Created and reviewed marketing material for social media platforms

Marketing & Communication Intern | Semper8 & Unorbi

September 2024 - December 2024
Mississauga, ON

- Assessed and optimized website content to align with user needs and branding goals, enhancing engagement.
- Led marketing campaigns for the launch of Unorbi, driving brand awareness and customer acquisition
- Integrated advanced SEO strategies into the website to improve visibility and search engine rankings.
- Conducted in-depth research and documentation to support ongoing project development and decision-making
- Created compelling marketing materials, including posters, social media graphics, and promotional videos
- Designed an intuitive user interface for a social networking application, prioritizing user experience and functionality.

Marketing & IT Consultant | Indus Space

January 2024 - March 2024
Mississauga, ON

- Set up tools for SEO, including Google Search Console and Google Analytics.
- Helped kick-start social media marketing campaigns and set up a TikTok account for the company, leading to a growth in online presence and acquiring twice the amount of followers.
- Tested the website and suggested usability improvements to optimize the user experience (UX).
- Connected Indus Space to partners like libraries, the Ontario Science Centre, and the school board.
- Introduced the company to content creation tools like Buffer and GetMunch.

Skills

Professional

- Leadership
- Communication
- Adaptability
- Problem Solving
- Attention to detail
- Collaboration
- Time management
- Proactivity

Technical

- Search Engine Optimization (Google Analytics, SEMrush, Ahrefs)
- Web development (HTML, CSS, JavaScript, WordPress)
- Adobe Creative Cloud (Illustrator, InDesign, Premiere Pro, XD)
- Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- Email marketing platforms (Mailchimp, Constant Contact, HubSpot)
- Data analysis and reporting tools (Google Sheets/Excel)
- UX/UI Knowledge and skills (Figma, Adobe Xd)

Education

University Of Toronto

September 2021 - June 2025

Bachelor Of Arts

Major - Communication, Culture, Information & Technologies

Double Minor - Political Science & English

3.6 GPA

Projects

Co-Founder | Learning Mode AI

Integrating AI to online education to enhance learning
<https://learningmodeai.com>

Web Developer | Cambiando Historias

Developed website for insurance agents in Mexico
<https://cambiandohistorias.com>