

ALE GARCIA

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BRAND DEVELOPMENT | DIGITAL MARKETING | CONTENT CREATION

Digital marketing strategist with 7+ years of experience delivering measurable results for diverse brands. Proven track record in developing and executing data-driven digital strategies that drive audience engagement, grow online presence, and boost brand visibility. Expertise in social media, SEO, paid advertising, storytelling, and content creation across multiple platforms. Adaptable to digital trends and technologies.

- Social Media Management
- Strategy Development
- Content Creation
- Brand Design | Development
- Graphic Design
- Cross-Functional Collaboration
- Bilingual; English | Spanish
- Data Analysis
- Project Management

EDUCATION | CERTIFICATIONS

Master of Business Administration (MBA) | Boise State University | Expected 2025

Project Management Professional (PMP) | Pearson | 2023

Bachelor of Arts (B.A.) Communications & Marketing | University of Lima | 2019

Advertising and Graphic Design Exchange Program | CEU San Pablo | 2019

PROFESSIONAL EXPERIENCE

ECCO Safety Group | Boise, ID

2024

Digital Marketing Specialist

- Developed and executed a digital marketing strategy focused on increasing brand visibility and engagement across social media platforms, website, and Amazon store.
- Revamped social media content, leading to a 30% increase in engagement and 20% follower growth within six months.
- Optimized the company website, improving user experience and contributing to a 25% boost in conversion rates.
- Managed Amazon A+ content, resulting in a 15% increase in sales YoY and improved product visibility.

Idaho Education Association | Boise, ID

2023

Content Marketing Manager

- Developed and implemented a content strategy that increased web traffic by 25% within the first 6 months.
- Led a team of 4 in creating high-quality, SEO-optimized content, improving search rankings by 20%.
- Managed email marketing campaigns that boosted open rates by 15%, contributing to higher member engagement.
- Revamped social media presence, increasing follower growth by 30% and engagement by 40% through targeted posts and active community interaction

In Time Tec | Meridian, ID

2022

Social Media Manager & Graphic Designer

- Spearheaded a social media strategy that increased engagement by 35% and web traffic by 20% within a year.
- Co-led a rebranding initiative, resulting in a 25% increase in brand awareness and consistency across all platforms.
- Established KPIs and reporting metrics that helped optimize marketing campaigns, improving ROI by 15%.
- Collaborated with global teams to launch a new visual identity, boosting product visibility by 18%.

Sandoval for State | Remote

2020 – 2022

Social Media Manager & Graphic Designer

- Grew social media followers by 40% over two years through consistent, bilingual content creation (English-Spanish).

- Improved post engagement by 25% by analyzing performance metrics and adjusting content strategies accordingly.
- Developed the campaign's visual branding, increasing recognition among key demographics by 20%.

Milan Gourmet | Lima, Peru

2017 – 2020

Social Media & Graphic Designer

- Increased social media engagement by 35% and follower growth by 25% through targeted content and consistent posting.
- Represented the brand at industry events, contributing to a 15% increase in new client acquisition.
- Launched marketing initiatives that boosted customer engagement by 20%, strengthening brand loyalty.

TECHNICAL COMPETENCIES

Software: Microsoft Office Suite 365 | Google Workspace | Meta | Salesforce | Adobe Creative Suite | WordPress | HubSpot | Google Analytics | SEMrush

Operating Systems: Mac / Microsoft Windows