



# ALBERTO BACA

DIGITAL MARKETING SPECIALIST  
FRONT-END DEVELOPER

GITHUB - ABACADEVELOPER  
HTTPS://ALBERTO-BACA-  
PORTFOLIO.VERCEL.APP/

## PERSONAL PROFILE

I am an energetic, ambitious person who has developed a mature and responsible approach to any task that I undertake, or situation that I am presented with.

Extremely motivated to constantly develop my skills and grow professionally. Excellent on working with others to achieve objectives on time and with excellence.


## SKILLS & ABILITIES

- Management skills
- Problem solving skills
- Design skills
- Analytical skills
- Good communication skills
- Front end skills (HTML, CSS, JS)

## Personal Qualities

- Adaptable
- Having an eye for detail
- Self-motivated
- Resilient
- Proactive
- Creative

## CONTACT INFORMATION

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## EMPLOYMENT HISTORY

### Cardio Phoenix Inc.

Marketing and Communications Jul. 2019 - Current

- Designing and implementing the market strategies for (Mexico, Spain, EU).
- SEO and content optimization
- Handled the company's online presence - regularly updated the company's website

### JARTmx

Community Manager

Nov. 2018- Jul. 2019

- Content creation.
- Managing Social Media campaigns for various social media platforms from (Teamvox, LivNutrition, ADJ) to align with marketing strategies.
- Publish content that meets the brand's communication style.
- Implement social media strategies to increase engagement & followers.
- Responding to customer inquiries & comments on social platforms in a timely manner.

### Palace Resorts

Social Media Specialist & PR

May. 2016 - Sept. 2018

- Management of the TripAdvisor profile for The Grand at Moon Palace Cancún and social media.
- Provide assistance, customer care, and follow-up to guest inquiries and concerns within 4 diamond service standards.

### DreamArt Photography

Photo Manager

Jun. 2014 - Feb. 2016

- Performance, payroll, inventory, and results reports.
- Work schedules, sales management, team management, retail marketing.

### Carnival Cruise Lines

Photo Manager

Jun. 2013 - Apr. 2014

- Overseeing photography team operation onboard a cruise ship with a capacity of 3,500 guests.
- Developing and implementing strategies to increase productivity and overall revenue results.
- Team management, revenue, and performance reports with a very good understanding of large corporate operations.

## EDUCATIONAL HISTORY

### Universidad Anáhuac México Sur

Graphic Design

### Certifications

UDEMY - Web design for beginners

Hubspot - Digital marketing and Inbound certifications

LinkedIn - HTML essential training

CodeCademy - course completion Javascript, CSS, HTML

## LANGUAGES

Spanish - Professional

English - Professional

Serbian - Conversational