

Rafael Quiroz

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Versatile marketing professional with 5+ years of experience in content production and digital marketing. Skilled in creating engaging multimedia content, managing social media, and executing targeted campaigns. Proficient in Adobe Creative Cloud, motion design, video production, and AI tools. Experienced with e-commerce platforms, email marketing, and analytics tools. Bilingual (English/Spanish) with a strong background in communications and enhancing brand visibility and engagement.

Experience

CONTENT PRODUCTION ASSOCIATE | 2020 - 2024

Oneupweb - Digital Marketing Agency

- Conceptualized and created engaging motion graphic videos, photography & commercials for diverse franchise industry clients
- Collaborated with clients to ensure brand consistency and message clarity
- Planned and executed professional photo shoots for home service industry companies
- Ensured ads met platform-specific requirements for various digital marketing channels
- Crafted short-form video content optimized for social media platforms
- Produced regular video content for the agency's YouTube channel
- Worked closely with marketing strategists to align content with campaign objectives

MARKETING COORDINATOR | 2023 - Ongoing

Conexión Chocolate - Whole Sale Chocolate Company

- Managed and optimized digital presence, including social media channels, B2B website, and Shopify store
- Created content for blog and designed print collateral for conferences and events
- Executed and monitored PPC campaigns on Meta Ads platforms
- Analyzed marketing performance through GA4 metrics and managed email marketing campaigns

FREELANCE MARKETING SPECIALIST | 2018-2019

Various small to medium healthcare businesses

- Designed and developed custom WordPress landing pages for multiple healthcare businesses.
- Managed social media accounts across various platforms, creating engaging content and implementing growth strategies to increase follower base and engagement rates.
- Executed paid ads campaigns and designed print collateral, resulting in increased brand visibility and customer acquisition for diverse client base.

Core Qualifications

- Proficient in Adobe Creative Cloud
- Motion Design and Video Production
- AI tools experience
- Proficient in Spanish (written and spoken)
- Familiar with WordPress, Elementor and Shopify
- Experience in Email Marketing (MailChimp & Hubspot)
- Experience in GA4
- Proficient in Corporate/Franchise Videography
- SharePoint, One Drive, Teamwork, Notion.
- Professional Commercial Photography Production

Education

Bachelor of Communications & Media Production (2014 -2019)

UDLAP - Universidad de las Américas Puebla

- Graduated Cum Laude
- ED at La Catarina student publication
- Completed specialized courses in Digital Marketing and Multimedia Production

Cinematography Certificate (2018)

UDLAP - Universidad de las Américas Puebla

Digital Photography Certificate (2017)

F64 Centro de Formación Audiovisual