

ALBERT BALAGUER

CONTACT:

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HARD SKILLS:

- HTML and CSS
- Bootstrap Framework
- WordPress
- Joomla CMS
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign
- Adobe Premiere Pro
- Adobe After Effects
- Hootsuite

SOFT SKILLS:

- Works well in teams
- Creative thinker
- Likes to solve problems
- Fast learner
- Highly motivated

EDUCATION:

Long Beach State University

Long Beach, CA
- B.S. in Business Administration -
Marketing (Obtained May 2019)

Amsterdam University of Applied Sciences

Amsterdam, Netherlands
- Fall Semester Abroad 2018

PORTFOLIO:

albertjbalaguer.wixsite.com/home

OBJECTIVE:

Aspiring digital marketer seeking to expand my skillset within the marketing career path. Motivated and creative student with extensive experience in Adobe Creative Cloud and web design. Quick learner and adapts to the tasks at hand. Loves to take on new challenges and contributes whenever possible.

EXPERIENCE:

Webmaster and Social Media Coordinator

Feb. 2019 – May 2019

22 West Media, Long Beach, CA

- Managed 22 West website and social media platforms and kept content up to date; Created and designed social media posts for marketing campaigns
- Analyzed traffic on web and social media platforms and provided recommendations and statistics in group meetings
- Provided support as necessary for 22 West Radio station and magazine

Front-End Web Developer

Jan. 2018 – Apr. 2019

Imperial Digital Marketing, Long Beach, CA

- Developed and designed WordPress websites for various clients; utilized HTML, CSS and the Bootstrap framework when necessary
- Designed and edited photos, icons, and logos using Photoshop/Illustrator
- Analyzed traffic to web and social media and provided necessary changes

Intern, Emerging Tech Group

Jun. 2018 – Aug. 2018

Intertrend, Long Beach, CA

- Created and conceptualized ways to engage followers on the @kconusa Instagram account for Asian-American market segment in the U.S.
- Developed marketing plan through extensive research to rebrand and promote for a premium cold brew client
- Introduced a new validation tool based on secondary research on influencer marketing landscape to improve and expand existing influencer database
- Doubled attendees for Architecture for Dogs event in Long Beach by publishing sponsored ads through social media

Mentor

Nov. 2017 – Jun. 2018

Lakas Mentorship Program, Greater LA Area, California

- Supported staff in facilitating Pillar Sessions geared toward high school students that focus on personal development, self-awareness, cultural identity, positionality, college preparation, and leadership
- Guided mentee with their personal growth using extensive communication
- Planned and executed monthly meetings and Pillar Sessions

AWARDS:

- Lakas Mentorship Program Scholarship 2018
- Disney's DCapella Marketing Plan Group Competition Winner 2018
- CSULB AMA's Agency 241 Outstanding Performance Award Fall 2017
- Filipino-American Chamber of Commerce – SouthBay LA Area Scholarship 2016
- CSULB Dean's List Fall 2014