



Alicia C. Gordon Nyerges

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Graduated B.S. in Advertising.

Dynamic and responsive to challenges, with desires to work where I may apply my strengths, knowledge, talent and capacity while, at the same time, develop personal and professional growth amid company's needs and satisfaction. Strong in design creation. Proficient in Adobe Creative Suites (Illustrator, InDesign, Photoshop, Dreamweaver). Academic knowledge on marketing strategy, campaigns, and management. Fluent in Spanish and English.

WORK EXPERIENCE

05/2014 – 11/2014 **Marketing Associate** Boston, MA
Symtrax Corporation (Output Document Management and Business Intelligence Solution Software)
Responsible for Marketing for North and South America. Management of all Social Media accounts. Production and development of Webinars, website and Go To Meeting set up. Lead generation, assignment and distribution of such. Translations to English and Spanish. Budget management for the Marketing campaigns. Digital marketing, to include but not limited to email blasts, third party promotions and SEO. Assist on event coordination. Reported to the Director of Sales and Marketing.

09/2013 – 05/2014 **Purchasing Manager** Westfield, MA
Electronic Coils Inc. (Global designer/manufacturer of custom electromagnetic components)
Responsible for buying of the materials needed in the production and throughout the company. Negotiating prices, getting quotes from suppliers in order to give quotes to our customers. Reduce and optimize the company's expenses and determining the quantity and timing of each purchase.

05/2013 – 07/2013 **Advertising / Marketing Intern** Boston, MA
Goodrich Residential, LLC. (Boston Real Estate Company)
Managing their website with wordpress, used basic HTML and updated the SEO for each of the neighborhood and building pages. Post ads on Craigslist and Postlets on a daily basis, same as contacting owners for renting possibilities. Also, designed business cards and misc for the office. Reported to the CEO.

04/2011 – 12/2012 **Events Coordinator and Promoter** Boston, MA
Space Entertainment (Premier international promotional team)
Public Relations and group organization by recruiting and managing groups, as well as promoting the club for young adults weekend night entertainment. Reported to the Manager.

EDUCATION

09/2010 – 06/2013 The New England Institute of Art Brookline, MA
Bachelor of Science in Advertising

SKILLS

Advertising – Marketing Strategy – Marketing Communications – Public Relations – Adobe Creative Suites – Microsoft Office – iMovie – SEO – Basic HTML – Wordpress – Advertising Campaign – Leadership – Microsoft Dynamics CRM – GoToMeeting – Social Media

AWARDS / RECOGNITION

- Alpha Beta Kappa Honor Society
- Best Portfolio for Spring Semester Commercial Photography class
- Nominated for Best Portfolio for Spring Semester Commercial Photography class
- Nominated for Best Photo for Spring Semester Commercial Photography class
- Scholarship for Photoshop studies at IDD (Caracas, VE)

PERSONAL DATA

Born in Caracas, Venezuela. July 25, 1991.
European Community (U.E), Hungarian nationality.
United States of America . Permanent Residency (Green card). Citizenship on course.

VISITED COUNTRIES: Ireland, France, Germany, Switzerland, Greece, Italy, Mexico, Colombia, Ecuador, United States, Venezuela.