



# ALFONSO MUJICA

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## SUMMARY

Experienced marketing strategist skilled in web design, e-commerce management, and AI-driven insights. Delivered significant ROI and expanded market reach through innovative content strategies and collaborative leadership.

## PERSONAL ATTRIBUTES

### Strong Business Acumen:

Demonstrated ability to grow revenue streams by 20% through innovative strategies.

### Partnership & Relationship Building:

Proven track record of forging and nurturing meaningful professional relationships, leading to successful collaborations.

### Team Leadership:

Led diverse teams to achieve common goals, fostering a collaborative and motivating environment.

### Cross-functional collaboration:

Worked seamlessly across different departments, ensuring alignment and efficient project execution.

### Strategic Thinking:

Ability to envision long-term objectives and devise plans to achieve them.

### Analytical / Goal-Driven:

Adopt a data-driven approach to decision-making, always aligning actions with overarching goals.

### Organized:

Consistently manage tasks and projects efficiently, ensuring timely completion and attention to detail. tasks and projects efficiently, ensuring timely completion and attention to detail.

## COMPETENCIES

### Integrated Marketing Solutions:

Proficient in creating cohesive marketing strategies across various channels.

### Budget & Program Management:

Managed \$1.5M annual budget using HubSpot, MailChimp, and Trello for seamless execution of multi-channel campaigns.

### Operations Management:

Expertise in streamlining operations for optimal productivity and efficiency.

### Risk Management:

Proactive in identifying potential risks and implementing mitigation strategies.

### Brand Management:

Skilled in maintaining and enhancing brand reputation and visibility.

## LANGUAGES

- English: Read, Write, Speak
- Spanish: Read, Write, Speak

## WORK EXPERIENCE

### Marketing Manager

**The Liberty Company / Mountain View, CA / 2022-2023**

- Led the development of five major initiatives, boosting brand visibility by 30% across three key markets for their wholesale division and individual Corporate partners.
- Led cross-functional teams with senior leadership, internal teams, and external producers to launch innovative marketing initiatives, capturing new business and enhancing brand awareness nationwide.
- Cultivated business opportunities for insurance retail agency sales, specializing in serving dentists, lawyers, and accountants.
- Developed and executed comprehensive digital 360 marketing strategies to enhance online visibility, improve rankings, and drive website traffic.

### Business Growth and Development

**AXMDGTL / Culver City, CA / 2019-2023**

- Oversaw operations, brand management, marketing, and strategic programs for various business units and local SMCs.
- Analyzed digital marketing campaign performance, making data-driven adjustments to meet objectives.
- Led the creation of impactful digital assets including landing pages and microsites.
- Developed marketing strategies that increased website traffic by 40% and improved lead conversion by 15% in six months. and product development initiatives to scale and excel across multiple segments.
- Crafted targeted strategies ensuring optimal results and curated diverse digital content, including AI content, video shorts, blogs with audio posts, and social media content.
- Maintained and updated website and social media content for relevance and timeliness.

### Brand Manager and Publishing

**Culver City-Foshay / Culver City, CA / 2015-2017**

- Directed the companies publication, serving as the content writer, web designer, and marketing strategist.
- Collaborated with writers for content creation and managed web design and development.
- Developed marketing strategies to drive brand awareness and engagement, connecting brands with readers through authentic content.
- Utilized words, visuals, and user-friendly web design to create memorable online experiences.

### Technical Skills:

- **Design:** Photo and video capturing, graphic design software (Adobe Creative Suite, Canva Pro), web coding (HTML, CSS), file management, storage, security, and embedding/hosting.
- **Project Management:** Budget planning, project outlining, timeline creation/tracking, task management, and proficiency with tools like Trello and Monday.com.
- **Content Creation:** Copywriting, editing, research, ad creation and budgeting, content strategy, social media management, and campaign execution.
- **Analytics:** Data tracking, reporting, risk management, and proficiency with analytics tools such as Google Analytics, SEMrush, and social media platforms.
- **Digital Marketing:** Search Engine Marketing (SEM), Search Engine Optimization (SEO), paid advertising, email marketing interfaces, and automation services (e.g., HubSpot, MailChimp).
- **Marketing Tools:** Proficient in Microsoft Office 365 (Mac), CRM platforms (Salesforce, HubSpot), Later, and Adobe Creative Cloud. Skilled in using all major social media platforms for strategic marketing initiatives.

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