

JOSE MAVAREZ

Web Developer | Digital Marketing Specialist | IT Engineer

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Professional Summary

Digital marketing professional with proven track record in developing and executing comprehensive marketing strategies. Known for fostering strong team collaboration and consistently delivering impactful results. Expertise in SEO, content creation, and data analytics with proactive and adaptable approach to changing market dynamics.

Websites, Portfolios, Profiles

- www.josemmavarez.com
- linkedin.com/in/jose-miguel-mavarez

Work Experience

SOCIAL MEDIA ASSISTANT

01/2024 to Current

Fanshawe College – London, Ontario

- Increased social media followers by 225% through organic growth strategies, content creation, and community engagement.
- Designed targeted email marketing campaigns to reach desired audience.
- Identified opportunities and scheduled daily posts promoting company brand, events and special offers.
- Maintained an up-to-date content calendar to ensure a steady stream of fresh material for followers' consumption.
- Tracked performance metrics for continuous improvement in engagement rates and audience growth.
- Collaborated with marketing teams to align social media efforts with overall marketing strategies.

DIGITAL MARKETING SPECIALIST

02/2017 to 01/2023

Global Design – Quito, Ecuador

- Boosted website traffic with targeted SEO tactics, keyword research, and content optimization.
- Optimized e-commerce campaigns through A/B testing to increase online sales.
- Created social media content with innovative brand messaging to support new product launches.
- Managed digital projects from initial concept through final implementation and live monitoring.

- Created compelling visual assets for use in social media posts, email newsletters, blog articles, and other digital communications materials.
- Enhanced online customer experience by optimizing website design and functionality, which led to increased user satisfaction.
- Coordinated with sales teams to align digital marketing efforts with sales objectives, resulting in synchronized growth.

WEB DEVELOPER

02/2016 to 01/2017

Soluciones Empresariales Cia. Ltda – Quito, Ecuador

- Provided front-end website development using WordPress, Hubspot, and other editing software.
- Enhanced user experience by implementing responsive web design and optimizing website performance.
- Coded websites using HTML, CSS, JavaScript, and jQuery languages.
- Resolved technical issues promptly, ensuring minimal disruption to website performance and user satisfaction.
- Reduced load times and improved site speed by optimizing images, scripts, and other assets.
- Increased website traffic through search engine optimization strategies and targeted content creation.
- Conducted extensive code reviews, elevating team coding standards and reducing bugs in production.

Education

Ontario College Diploma: Business And Marketing

04/2023 to 03/2025

Fanshawe College - London, Ontario

Honour Roll, 2nd and 3rd Term

- Key Courses: Secondary Market Research, Principles of Advertising & Branding, Marketing Metrics, Advertising, Digital Marketing, Strategic Marketing & Marketing Plan, Retail Management & e-Commerce.
- GPA: 3.92

Bachelor of Science: Computer Science

05/2010 to 07/2014

Romulo Gallegos University - Venezuela

A strong focus on compliance in web development, digital marketing, and network support can contribute to the organization's ability to operate securely and efficiently in today's complex technological landscape.

- GPA: 3.80

Certifications

Google Digital Marketing & E-commerce Professional Certificate

06/2024

Inbound Marketing by Hubspot

01/2025