

DANAE ECHEVERRIA

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OBJECTIVE: To begin my career in digital content strategy and UX writing or other entry-level position with a digital marketing firm.

EDUCATION

Bachelor of Arts, English Literature Major

2018 - present

University of British Columbia – Vancouver Campus, B.C.

- Relevant Coursework: Technical Writing, Media Studies, English Grammar and Usage, Language and Communication
- Expected Graduation: May 2023

RELEVANT PROFESSIONAL EXPERIENCE

Digital Marketing Coordinator

C Market Coffee - Coquitlam, BC January 2021 to December 2021

- Initiated a series of marketing campaigns including email, print, and social media
- Designed concept and content for weekly posts on Instagram and Facebook to promote products and events using programs such as Adobe Illustrator, Photoshop, and Procreate
- Negotiated, and secured new relationships with local organizations to increase our partnership expose the café to a broader audience.
- Researched and developed marketing strategies, Google Analytics, and Search Engine Optimization for online properties
- Organized and designed the company website using Shopify

Store Manager

C Market Coffee - Coquitlam, BC August 2017 to May 2021

- Catered to large volumes of customers at a time while accommodating with the highest level of customer service
- Developed efficiency-enhancing workflow and operation improvements that made it possible to accommodate increasing customers
- Became a trusted assistant to the company, executive staff, and earned a reputation for producing high-quality work

SKILLS

Adobe Creative Suite, MS Excel, PowerPoint, SEO, Google Analytics

REFERENCES

Available upon request.