

# GEORGE GARZON

DIGITAL MARKETER

772-607-0896

[hello@georgegarzon.com](mailto:hello@georgegarzon.com)

[www.georgegarzon.com](http://www.georgegarzon.com)

4668 SW Gossamer Circle

Palm City - Florida - 34990

## ABOUT ME

Creative and data driven digital marketer with 5+ years of experience increasing online presence for companies in fast paced environments. Leverages present-day trends to enhance content strategies.

## EDUCATION

- Bachelor's degree of Science in Marketing
- Minor Degree in Entrepreneurship
- Clubs - American Marketing Association (AMA), Electronic Dance Music (EDM)

## EXPERTISE

**Design Software's:** Adobe Photoshop, InDesign, and Illustrator.

**Marketing Tools:** Tableau Hootsuite, Google Analytics, Sprout Social, WordPress, Shopify

## CERTIFICATIONS

Individual Data Sciences  
Tableau Certification

Google Analytics Individual  
Qualification

Digital Sales Certification

## PROFESSIONAL EXPERIENCE

**ELECTRIC SUPPLY INC, - TAMPA, FL**  
*Social Media Intern, May 2019 - Present*

- Increased Facebook Page Reach by 6600% and Instagram Reach by 180.2k%.
- Website traffic increased in year of 2020 by 52.1% and Sessions increased by 37.4%.
- Organizes & creates all copy content for social channels (Facebook, Instagram, LinkedIn, Twitter, YouTube).
- Responsible for engaging with organization's audience on social platforms.
- Creates all photography and videography content.

**FLORIDA BRAND - TAMPA, FL**  
*Founder, May 2018 - May 2020*

- Developed online marketing campaigns, effectively increasing followers by 9,000+ on Instagram, Facebook, & LinkedIn.
- Increased Instagram growth by 139.4% with a total reach of 540,000
- Increased website traffic by 3,700+ unique users.
- Responsible for managing all SEO for websites including product & blog pages.
- Designed and executed global social media strategy across 9,000+ followers on Instagram, Facebook, & LinkedIn.
- Utilized Adobe Creative Cloud (Illustrator, Photoshop) to design apparel and all brand related graphics.

**AMERICAN MARKETING ASSOCIATION - TAMPA, FL**  
*Director of Social Impact, June 2019 - December 2019*

- Assisted local non-profit organization with marketing strategies and execution.
- Organized volunteer events for the student organization.
- Managed a team of individuals under the social impact umbrella.

**AD GIRL CREATIVE, INC. - PALM CITY, FL**  
*Marketing Intern, June 2017 - Aug 2017*

- Constructed WordPress websites through GoDaddy Webhosting for clients.
- Created original content and illustrations using Adobe Photoshop, InDesign, Illustrator.
- Organized data within Microsoft Excel to total expenses using excel formulas.

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## REFERENCE

### MICHELLE ETHRIDGE

Founder

Ad Girl Creative, Inc  
(954)-298-0824

### JOE POLLIO

Director of Marketing & Dev.

Cousins USA  
(954)-892-2133

### CHASE SMITH

Founder

Precise Motions  
(772)-696-2510

## NETWORK

 [facebook.com/george.garzon.1](https://facebook.com/george.garzon.1)

 [linkedin.com/georgegarzon](https://linkedin.com/georgegarzon)

 [twitter.com/georgegbiz](https://twitter.com/georgegbiz)

## VOLUNTEERING

### TAMPA BAY RAYS, ST. PETE, FL

Media Day Shadowing, February 2020

- Assisted photographers/athletes in capturing assets during media day for their 2020 campaign look.
- Shadowed alongside the creative director.

### GHOST GAMING, IRVINE, CALIFORNIA

Community Outreach Assistant, September 2018 - May 2019

- Achieved a connection with target audience through event promotion, and strategic communication.
- Implemented strategies to promote organization and athletes' content.
- Communicated with fans to increase overall engagement.
- Attended monthly meetings and prepared notes for possible ways to increase engagement.

### FEEDING TAMPA BAY, TAMPA, FL

Volunteer, July 2018 / October 2019 / February 2020

- Assisted event organizers to make customer experience more efficient.
- Directed attendees to celebrity meet and greets.

### HUMANE SOCIETY, TAMPA, FL

Volunteer, February 2020

- Assisted employees with dog sitting/walking.

### METROPOLITAN MINISTRIES, TAMPA, FL

Volunteer, September 2018 / November 2019 / December 2019

- Assisted warehouse workers in cleaning out inventory for their thrift shop.

### GUARDIANCON, TAMPA, FL

Event Volunteer, July 2018

- Assisted event organizers to make customer experience more efficient.
- Directed attendees to celebrity meet and greets.

### TRINITY CAFE, TAMPA, FL

Volunteer, February 2019

- Provided meals for the less fortunate.