

Angeles Arroyo

Digital Marketing & UX/UI Designer

Work Experience

Sales Associate	Knix, Vancouver BC	2023-present
Digital Marketing	Shoe Box and Little Treasures, BC	2021-2023
Sales Associate	Shoe Box and Little Treasures, BC	2021-2023
Seasonal Sales Associate	lululemon, BC	2020-2021
Barista	Coffee Bike, BC	2020-2022
Community Manager	Smart Seed, Mexico	2019-2020
Real estate agent	Century 21 Mexico	2017-2019
Head coach	Instituto Bilingue Rudyard Kipling, Mexico	2013-2016
Community manager	Arca Mexico, Mexico	2013-2014

Education

Website and App Design,	Langara College, Vancouver, BC	2023-present
Digital Marketing and Social Media Diploma	Canadian College, Vancouver, BC	2020- 2022
Neuromarketing Diploma	ESDIE, Mexico, MX	2019
Marketing Bachelor's Degree	Escuela Bancaria y Comercial, México, MX	2011-2015

Highlights & Qualifications

Marketing and Business	★ ★ ★ ★ ★
Customer Service	★ ★ ★ ★ ☆
Social Media Strategies	★ ★ ★ ★ ★
Team Player	★ ★ ★ ★ ☆
Analytic Eye	★ ★ ★ ☆ ☆

Softwares & Platforms

Figma	Tiktok
Illustrator	Hootsuite
Photoshop	SemRush
InDesign	Mailchimp
iMovie	SEO
Canva	AdWords
Jira	Analytics
Wix	
Shopify	
LightSpeed	
Worpress	
HTML/CSS	
Facebook	
Instagram	

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Skill Summary

Extensive knowledge of **Marketing and business management** fields.

Thorough understanding of Customer behavior.

Proficient at developing **effective strategies** and campaigns for social media.

Skilled at planning and designing visual material such as social media posts and video.

Design skills: Photoshop, Illustrator, InDesign, iMovie, Figma, Canva.
Web Design and Management: Wix, Shopify, LightSpeed, Wordpress, HTML, CSS.

Social media apps: Facebook, Instagram,

Twitter, Snapchat, TikTok, Mailchimp, SemRush, Hootsuite.

Team player with a **good eye for details** and organization.

Responsible and ambitious.

Excellent **sales skills**, customer service and retail.

Google Analytics and Google AdWords.
POS Management.

CRM & SEO management and analysis.

E-commerce, inventory and workflow understanding,

Customer behavior

Managed to obtain basic knowledge about neuromarketing to improve the consumer experience.

Learned to accurately identify the stages in the consumer decision making process for a specific service or product, satisfying their needs.

Social media management

Measured metrics to observe the results of applied campaigns and deliver reports and thus be able to organize campaigns budgets

Designed ad proposals for different social media apps for having A/B tests and measure the most attractive for the target itself.

E-commerce

Managed e-commerce platforms to acquire the skills and understand business or customer needs by optimizing the customer journey. Developed effective solutions and organizing physical vs digital inventories in a retail environment