

Jorge Carrasco

786-942-8000 • jorgencarrasco@gmail.com

Skills & Abilities

- Marketing Strategies and Tactics in B2B, B2C, C2B, and C2C
- UX and UI Design and Development
- Social Media Marketing including A/B Testing, SEO, SEM and, CRO
- Growth Marketing, Customer Retention, A/B Testing
- Marketing Analytics, Website, Social Media, ROI
- Branding of Companies, Products and Services
- Project Management
- Event Management/Coordinating
- Adobe Creative Suite (Acrobat, Photoshop, Illustrator)
- Microsoft Office Suite (Outlook, Word, Excel, Power Point)
- Product/Fashion Photography and Photojournalism

Experience

2008-2020 Director, *Rev'd Up, Inc. dba Rev'd Up Marketing, Miami & Daytona Beach, FL*

- Directed the Design and Development of Websites with strong focus on User Experience, including Multiple Updates and Increased Customer Satisfaction.
- Responsible for Project-Management, Design, Prototyping and Front End Development in a team that worked on web and mobile applications for numerous clients.
- Created visually appealing Designs and Artwork for various mediums including Apparel, Magazine Spreads, Social Media Ads, Google Ads, Company Website and Email Campaigns.
- Managed and Marketed Customers Social Media Pages Single handedly creating Captions & Content, Hand Picked Eye Catching Photos, Researched Hash Tags and Trending Keywords in order to deliver strong results.

2001-2008 Director, *Dreamworld Marketing & Design, Miami, FL*

- Assisted Clients with Business Plans, Branding, Advertising and Marketing Campaigns increasing Sales Conversion for their products
- Designed various Imagery, Designs and Renders to be used for Marketing and Sales related deliverables such as Newsletters, Product Launches, Brochures, Banners, Flyers and Ads
- Gained experience in Leadership and Troubleshooting in diverse areas including Digital Printing, Installations, Logistics, Marketing Campaigns and Graphic Design.

Education

1998-2001 Business Marketing, *Miami-Dade Community College*
1997 High School Diploma, *Coral Gables Senior High School*