

# ALBA CASELLES

## DIGITAL MARKETING STUDENT

### CONTACT

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📍 Vancouver, BC

### PROFILE

I am passionate about engaging customers to the need to feel part of a brand. I describe myself as a fast learner, responsible, and a good communicator. My goal is to build captivating and creative campaigns that stand out in the 2% of advertising people will remember. I am an international student at Greystone College, currently studying digital marketing and social media. I am seeking a Co-Op job in marketing, particularly in the digital sector, where I can leverage my skills to contribute to your organization's success.

### EDUCATION

Dec 2024 - Nov 2025  
GREYSTONE COLLEGE

- Diploma in Digital Marketing: Social Media Professional Academic or Co-Op

Sep 2022 - Jun 2024  
ILERNA (SPAIN)

- Vocational studies in Marketing and Advertising

### SKILLS

- Fast Learning
- Adaptability
- Teamwork
- Creativity
- Responsibility
- Effective Communication
- Attention To Details
- Emotional Intelligence
- Microsoft Office
- Proficient in Adobe
- Innovation
- Time Management

### WORK EXPERIENCE

#### DeLocos Restaurant

Sep 2024 - Current

Social media Manager

- Develop and execute comprehensive marketing strategies and campaigns that align with the company's goals and objectives.
- Plan and schedule actions and Instagram posts using Meta Business Suite tools.
- Collaborate with the audiovisual team and coordinate the content.

#### ILERNA. Marketing and Advertising Project

Oct 2024 - Dec 2024

Final project of my vocational studies

- Development of the marketing and communication plan for a fictional company. This included conducting a market analysis and addressing key aspects such as SWOT analysis, target audience study, and the economic and feasibility plan.

#### SEGRE Newsletter. Marketing Assistant in Journalism

Nov 2023 - May 2024

Internship in Marketing and Advertising

- Responsible for managing giveaways and contests available to subscribers.
- Handle phone inquiries and designed web ads related to these promotions.
- Additionally, I created advertising banners for the website.

### LANGUAGES

- English
- Spanish
- Catalan

### PORTFOLIO

