

ANDRÉS ALEJANDRO BOHÓRQUEZ,

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Portfolio: www.andresbohorquez.com

PROFILE

Experienced professional with a background in visual design, user marketing, user and market research, and project management. Proven ability to deliver results and exceed expectations. Skilled in communication and collaboration, with a successful track record in managing complex projects. Seeking a challenging opportunity to utilize my skills and drive success for a forward-thinking organization.

EDUCATION

August '22 - November '22	GOOGLE	Remotely
	UX Design Certificate : included topics like: UX research fundamentals, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma and Adobe XD. Completed hands-on projects and developed a portfolio.	
Fall '12 - Summer '17	MEDIA STUDIES	New York, NY
	CUNY Baccalaureate for Unique and Interdisciplinary Studies	

WORK EXPERIENCE

September 2022 - Present	MARKETING STRATEGIST, THE LAW OFFICES OF MARC L. SHAPIRO P.A.	Naples, FL.
	<ul style="list-style-type: none">Led the development of multiple landing pages, resulting in improved user engagement and increased conversions.Successfully reduced the marketing budget by 10% within the first 90 days, while maintaining and growing profit margins.Managed and organized vendors, and negotiated new contracts that were cost-effective and aligned with business goals.	
March 2020 - Present	MARKETING & DESIGN COORDINATOR, GREEN MO. LLC	Remotely
	<ul style="list-style-type: none">Managed the development and production of user-centered websites and digital interfaces for diverse clientsCreated branded materials for over 40 client campaigns, collaborating with stakeholders to align with branding and marketing objectivesContributed to the company's overall brand strength and cohesivenessImproved the usability and effectiveness of a client's fundraising campaigns, resulting in a 50% increase in donations over an 8-month period through user research and design solutions	
July 2018 - June 2022	REAL ESTATE ADVISOR, EXP REALTY, SOTHEBY'S INTERNATIONAL INC. & AVENUES REAL ESTATE LLC.	New York, NY
	<ul style="list-style-type: none">Increased digital promotion effectiveness by researching competitors and studying market shifts.Guided the video & photo content of properties and provided support to the production of content while abiding to brand guidelines.Acquired and established international relationships in 3 countries increasing revenue potential of at least 5% by in-person networking.Consulted clients on real estate investments to maximize profits.Established and implemented marketing plans to drive transactions by 10% YoY via digital marketing advertising efforts.	
Nov 2015 - January 2019	SERVICE MANAGER, LE PAIN QUOTIDIEN	New York, NY

SKILLS

- Visual Design
- Usability Principles
- Business Development
- Marketing Strategy

- User & Market Research
- Project Management
- Data Presentation
- Bilingual Copywriting

TECHNICAL SKILLS

- Figma
- Adobe Suite (XD, PS, IL, PR, ID)
- MS and Google suite
- Asana
- Canva