

# NICOLAS SALAZAR

<https://www.linkedin.com/in/nicolas-salazar-ceballos/> | [www.nicolassalazar.online](http://www.nicolassalazar.online) | nicolassalazar.c20@gmail.com

## EDUCATION

### Business Administration - Marketing 2020 - Present

Seneca College (Toronto, Canada)

- Presidents Honour List - Summer 2020
- Presidents Honour List - Winter 2021

### High School Graduate (2005-2019)

San Bartolome la Merced (Bogotá, Colombia)

- Best degree thesis in the field of technology
- Ignatian guide in spiritual retreats

## CORE COMPETENCES

- Leadership
- Creativity
- Fostering Innovation
- Entrepreneurial Orientation
- Team Work
- Analytical thinking

## VOLUNTEER

- Missionary in an Ignatian Youth Camp in Colombia
- Missionary in an Ignatian Youth Camp in Paraguay
- Social action training
- Social charity event coordinator

## RELEVANT WORK EXPERIENCE

### Design Lead

*Socias Ltd | Belize City | Jan 2022 - Present*

- Responsible for the quality, creativity and delivery of the projects.
- In charge of design specifications to ensure they are being implemented with accuracy.
- Conduct the initial design frameworks and help the art staff with specifications needed.

### Part-time Website developer & Graphic designer

*TechyWe | San Salvador | Aug 2019 - Present*

- Built their company's current [website](#).
- Worked with the creation of graphic pieces for web content and social networks.
- Responsible for leading web projects, meeting with clients worldwide and training them to manage their web pages.
- Worked as a brand designer and logo builder for clients of the company.

### Web Developer

*Socias Ltd | Belize City | May 2019 - Present*

- Web developer for clients of the company in Belize.
- Responsible for managing the inventory of their marketplace. ([BelizeON](#)).
- Website development for a delivery App in the region ([BelizeOND'Way](#))

### Marketing Co-op

*Marchesseau Custom Finishes | Toronto | Aug 2021 - Dec 2021*

- Development of their current [website](#).
- Content creation for social networks.
- Development of a Marketing plan for the company.

### Junior Business Developer & Co-funder

*Luka Innovations | Bogotá | Mar 2019 - Feb 2021*

- Responsible for finding new business opportunities.
- In charge of tracking potential clients.
- Web developer and designer.

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## FEATURED WEB PROJECTS

- [Marchesseau Custom Finishes](#)
- [BelizeOND'Way](#)
- [TechyWe](#)
- [Vehicle sales company](#)
- [Boat Rental](#)
- [Electronic Journal](#)
- [Paint store](#)
- [Online Portfolio](#)

## CORE STRENGTHS

- Website development
- Graphic design
- Social Media campaigns
- Digital Marketing
- Strategic planning
- Marketing communications

### TECHNICAL SKILLS:

- Microsoft Office
- WIX
- Shopify
- WordPress
- Squarespace
- Canva
- iMovie

## HIGHLIGHTS OF QUALIFICATIONS

### Marketing Skills

- Great analytical skills and keen business intelligence relating to theory and concepts refined through applied courses at Seneca College, School of Applied Arts and Technology.
- Effective skills relating to research, gathering information and case study analysis practiced through various courses taken.
- Sharp knowledge of process flows and activity flow diagrams gained through Seneca College, School of Applied Arts and Technology.

### Website Development

- Development of more than 20 web pages for clients in Colombia, Central America, The Caribbean and Canada.
- Experience training and leading projects in El Salvador, Nicaragua, Honduras, Costa Rica, Belize and Colombia.
- Digitization of the Call center system for a multinational in Central America.
- Migration of web pages to other platforms such as Shopify, WIX, WordPress and Squarespace.

### Graphic Design

- Design of graphic pieces for companies and entrepreneurs in Colombia and Canada.
- Creation of logos and brand colours for companies and small businesses.
- Photos edition and format adjusting in images to upload to online platforms.
- Leader in design projects

## OTHER EXPERIENCE

### General coordinator of a non-profit concert

*CPS | Colombia | 2018 - 2019*

CPS was a concert organized to collect funds for vulnerable people in Colombia. This event was held annually, had a forum of approximately 5,000 people and famous singers such as J Balvin, Maluma and CNCO participated. During 2018- 2019, Nicolas was the general coordinator of the entire event, which required planning, team leadership and crowd control.