



NICOLAS SALAZAR

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SUMMARY

Hi Manuela! Let's take a break from all those serious resumes and have a little fun instead! Feel free to kick back and check out my [video resume](#) and [online portfolio](#). I bring some serious skills to the table, specializing in website design. Plus, I'm bilingual in both Spanish and English, and I've got a knack for social media content creation and management. So, hey there ATS software, here's some additional information for you...

CORE SKILLS

- Website Design
- Landing Page UI/UX
- Social Media Marketing
- SEO
- Content Creation
- Graphic Design
- Video Editing
- Time-Management Skills
- Data Driven Mindset
- Google Analytics
- Creative Thinking & Problem Solving

EXPERIENCE

Digital Marketing Coordinator

Global Sensor Systems – Toronto, Canada

Apr 2023 – Currently

- Achieved 8,369% growth in account reach with reels, sharing valuable content with our target audience with looping videos and trending audios.
- Implemented AI technologies, such as ChatGPT with Marketing Chrome Extensions (AIPRM) and Gencraft for design purposes, resulting in streamlined processes and enhanced creativity.
- Planned, created, and edited TikTok videos, fostering a strong presence on the platform and reaching +72,000 new accounts in the last 90 days.
- Expanded online presence by launching new channels, including a LinkedIn page and TikTok account, effectively reaching and engaging with diverse audiences.
- Developed visually appealing marketing materials, such as brochures, trade show materials, and social media posts, to effectively communicate brand messages and generate increased interest.
- Currently redesigning and optimizing a new website, aiming to deliver a seamless user experience and improved SEO performance (work in progress).
- **Tools: LinkedIn, Instagram, TikTok, Google Workspace, Canva, Google Workspace, WIX, ChatGPT, Gencraft.**

Social Media Marketing Manager

Marchesseau Custom Finishes – Toronto, Canada

Sept 2021 – Mar 2023

- Rebuilt and designed a new responsive website that improved user experience and increased web traffic by 82%.
- Boosted organic followers on Instagram by 164% by creating engaging content and industry-related reels.

- Recorded, edited, and posted reels on Instagram, reaching 25K+ impressions in 8 weeks and 669 new organic Instagram accounts in 1 month.
- Photographed and edited appealing pictures that led to an 85% increase in post engagement across social media platforms.
- **Tools: CapCut, Facebook, Instagram, TikTok, LinkedIn, Google Analytics, Later, Meta Business Site, Google Search Console, WIX, Canva, QuickBooks.**

Marketing Coordinator and Web Designer

Techy We – El Salvador

Aug 2019 – Mar 2023

- Designed 30+ websites and landing pages for clients across Latin America.
- Expanded the company's services portfolio by designing logos, building brand books, and developing marketing strategies for the company's customers.
- Trained over 20 clients in 6+ countries on how to manage and administrate their websites in platforms such as Shopify, WIX, and WordPress, enhancing customer satisfaction.
- **Tools: Shopify, WIX, WordPress, Zoho Creator, SEMRush, Google Analytics, Canva, Figma, Microsoft Office Suite**

ADDITIONAL EXPERIENCE

Lead Designer

Socias Ltd – Belize City, Belize

May 2020 -May 2022

- Led a team of five designers and developers to create new websites for our clients, resulting in a successful project launch that met the client's expectations, was completed on time, and within budget.
- Coordinated weekly meetings with clients and stakeholders to ensure that projects were on track and met their requirements, resulting in improved communication and increased client satisfaction.
- Collaborated with diverse teams of designers, developers, and stakeholders from various industries, resulting in the creation of high-quality design work that met project goals and client needs.

TikTok Content Creator

TokClix – Toronto, Canada

Feb 2022 - Dec 2022

- Achieved the Creator of the Month reward for creatively planning and executing engaging product videos for the company's clients.
- Increased the brand awareness of the company's clients by recording and editing trendy TikTok videos in editing apps such as CapCut, InShot and iMovie.
- **Tools: CapCut, InShot, iMovie, TikTok, Slack, Monday.com**

EDUCATION & TRAINING

Business Administration - Marketing (Advanced Diploma)

Seneca College, Toronto, ON

May 2020 – Dec 2022

- GPA – 3.8 out of 4.0
- President's Honour list Summer 2020, Fall 2022, Winter 2021 & 2022
- Relevant courses: Graphic and web design, Digital Media for business, Marketing skills & insights, Marketing strategy & analysis, Marketing metrics, Digital Marketing II, Buyer Behavior.