



Personal Info

- 1511 Bank Street Unit 2.
- alejo.lemma@gmail.com
- (604)328.6950
- linkedIn.com/alejandrolema
- alejolema.wixsite.com/home

Skills

- Coolhunting market researcher.
- Sales, negotiation, creativity.
- Graphic Designer.
- Social media.
- Software integrator.
- Google Analytics.
- Community Manager.
- Financial coaching.
- Project Manager.
- Innovative / leader

Software

- Adobe Illustrator CS6. 12 years
- Adobe Photoshop CS6. 12 years
- Adobe After Effects CS6. 12 years
- Adobe InDesign. 12 years
- Office Word. 15 years
- Office Power Point. 15 years
- Office Excel. 15 years
- Google Sketch Up. 6 years
- WIN / MAC OS. 15 years
- Windows Server. 5 years
- Logic Pro X. 4 years
- Project Management. 4 years

Languages

- English

2015 / 10
Present

MARKETING CHIEF OFFICER

Apolo Security (Colombia - New York)

- I Trained a sales team of +20 employees responsible for the sale of all services portfolio, increasing by 90% of the profit margin.
- Oversaw the design of the branding team to communicate the main attributes of the brand.
- Integration of new technologies to increase brand attributes, generating the 50% recalling costumers' minds.
- I promoted monthly strategies to communicate brand attributes and news service lines, generating a 70% of understanding of the business by clients.
- I Developed technology tools to track the duties of all bodyguards in real-time, increasing by 100% of the control operations (Apolo ID Technologies).
- I Analyzed market and competitor trends, resulting in the development of 80% of new sales strategies and customer service.
- I collaborated with all internal departments to generate new technological-security projects, preventing by 80% of the internal misunderstandings.

2014 / 01
2015 / 08

MARKETING DIRECTOR & GRAPHIC DESIGNER

Blue Design - Advertising Agency - (Colombia)

- Develop marketing strategies for retailers, Service Companies, Technology developers, increasing by 70% of Brand position in front of competitors.
- Formulation of new brand projects designing more attributes for brands in charge, increasing the 60% of billing.
- Personalized brand concepts, creating 90% of currents clients' loyalty.
- Calculation of the budgets for advertising campaigns and product development, saving 60% of the regular cost.
- Develop of a file-manager-internal-server to work with all collaborators team, optimizing by 90% the time-sharing files.
- I Designed all selling material (Printed and Digital) for clients in North America and South America.

2012 / 09
2013 / 11

MARKETING PLANNER

Wieden + Kennedy (Colombia / USA / Italy / Argentina)

- Design of strategy presentations for international brands, increasing by 50% the options to close a favourable negotiation.
- Organization of traffic files between each work-team, increasing by 50% of information flow in less time.
- I wrote advertising messages for campaigns that created 40% of new ideas in brand tag lines.
- Organization of advertising budgets to produce marketing campaigns, establishing 70% of possibilities for the implementation.

2011 / 04
2012 / 07

MARKETING PLANNER & GRAPHIC DESIGNER

Big Brand Lab (Colombia / Miami FL).

- Planned Marketing messages for campaigns, creating 10% of new ideas in innovative new products.
- I have worked in marketing presentations to sell services and products from the agency, increasing new clients by 20%.
- Promote monthly campaigns to communicate brand attributes on mass media platforms generating a 100% understanding of the business by the client.



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Experience in Canada

- 2020 - Inlingua Victoria - Marketing Coordinator
Suite 101, 910 Government St, Victoria, BC, V8W 1X3
Brennan Crapp - Manager 778.350.9978
Actual Job
- 2020 - Bosleys Pet Store - Sales Representative
2154 Oak Bay Ave. Victoria, BC V8R 1E9
Shmita - Manager 778.440.7387
- 2019 - Your Friend with a truck - Mover
3182 Yew St, Victoria, BC V8X 1M9
Lyll - Owner 250.508.5025
- 2019 - TNI International - Marketing Representative
Raincoast Business Center 1027 Pandora Av,
Victoria, BC V8V 3P6
Jonny Quattrin - Manager 780.781.1517
- 2019 - Tims Hortons - Backstage Bakery
1820 Island Hwy, Victoria, BC V9B 1J2
Ritzel - Manager 250.478.0356

Education

2009 / 06 Master Degree of Marketing Managment.
2011 / 06 *Universidad de los Andes - Colombia (2 YEARS PROGRAM)*

2005 / 11 Professional Degree in Advertising and Graphic Design.
2011 / 01 *Universidad Jorge Tadeo Lozano - Colombia (6 YEARS PROGRAM)*

2011 / 07 Diploma Degree Strategic Marketing
2011 / 12 *Cámara Comercio Bogotá - Colombia (6 MONTHS PROGRAM)*