



Personal Info

- 830 Pembroke St
- me@alejandrolema.com
- (604)328.6950
- linkedIn.com/alejandrolema
- www.alejandrolema.com

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. 15 years
- Adobe Photoshop CS6. 15 years
- Adobe After Effects CS6. 15 years
- Adobe InDesign. 15 years
- Office Word. 18 years
- Office Power Point. 18 years
- Office Excel. 18 years
- Google Sketch Up. 6 years
- WIN / MAC OS. 18 years
- Windows Server. 8 years
- Logic Pro X. 7 years
- Project Management. 7 years

Languages

- English C1 Level (Advanced)
- Spanish – Native.



2022/04
Present

Marketing Director and Graphic Designer

PBH Wellness Group - Victoria, BC

- I'm in charge of creating, designing, and generating the social media strategies for multiple accounts on Instagram, Facebook, and all companies related to PBH Wellness Group.
- I created all content for 5 social media accounts, designing 145 creative graphic designs in 1 week.
- Manage marketing suppliers such as printers, subscriptions, domains, website hosting, and booking systems.
- I have created a wellness center with a booking system and a P2P platform connected with carriers. Integrating practitioners, chat, invoice and payment methods.
- I'm responsible for creating all graphic design related to the brand daily and events, visual design pieces such as brochures, gift cards, banners, packages,
- I created the file/sharing system for all clinics on Vancouver Island for all marketing and advertising design, promo, banners, animated banners, and animated videos.
- I have created a youtube channel and a methodology to create video content and promos to boost the brand on social media. connecting video galleries with websites and Apps
- I created the entire graphic and branding concept for all companies managed by the PBH Wellness group. Pure Body Health Victoria, Sidney and Oak Bay.
- I have created and led the marketing strategy integration for the business, creating balance teamwork and collaboration with all people.

2022 / 03
2020 / 12

Web Developer and Graphic Designer

GR Marketing Group - Victoria, BC

- I Created and designed website templates for developers.
- I Created a print art-board and managed printing suppliers.
- I Created social media strategies.
- I Created social media video content, animated content and static content.
- I Created video animations for clients.
- I Created descriptive and promo videos for clients.
- I Designed branding manuals, colour guides, brand parameters, and some graphic uses for clients.
- I Managed SEO and metadata for websites.
- I Illustrated character according to clients' demands.
- I Advised clients about Marketing, branding, and graphic design.
- Create Marketing strategies, analyzing competitors and numbers.
- I created an internal web portal for all my coworkers to manage the files in the best way. Also I implemented a project software platform (Monday.com, Team, one drive, office)

2020 / 11
2020 / 02

Sales and Marketing Director

Inlingua Victoria - Victoria, BC

- 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.



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- 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.

2015 / 10 **MARKETING CHIEF OFFICER**
2019 / 4 *Apolo Security (Colombia - New York)*

2014 / 01 **MARKETING DIRECTOR & GRAPHIC DESIGNER**
2015 / 08 *Blue Design – Advertising Agency – (Colombia)*

2012 / 09 **MARKETING PLANNER & GRAPHIC DESIGNER**
2013 / 11 *Wieden + Kennedy (Colombia / USA / Italy / Argentina)*

2011 / 04 **MARKETING PLANNER & GRAPHIC DESIGNER**
2012 / 07 *Big Brand Lab (Colombia / Miami FL).*

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)*

Social Media



[linkedin.com/alejandrolema](https://www.linkedin.com/alejandrolema)



<https://www.youtube.com/user/nanomagno666/videos>



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