

Michael Becerril

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EXPERIENCE

Marketing Assistant

Structural Builders & Restorations | Nov 2021 - Jan 2022

- Drafted copy for LinkedIn posts increasing click-through rate by 152%.
- Edited copy to ensure message clarity, flow, grammar, and tone.
- Added posts and edited pages using WordPress.
- Gained 117 organic followers on LinkedIn from 11-22-21 to 01-1-22.

Social Media Manager

Covalente 107, 4Patas Café & Shima Sushi | Apr 2021 - Oct 2021

- Create content for all major social media platforms including Instagram, Facebook & TikTok.
- Increased Covalente 107's website visits by +250% for the month of June 2021 with Google My Business SEO Strategy and FB/Instagram content marketing.
- Grew @4patascafe IG followers by +919% from Jun 19 - Sep 16 with an optimized IG ads strategy.
- Monitor & analyze social media and website metrics, making improvements accordingly.

Media Training Specialist

Pollo Tropical | Aug 2018 - Aug 2020

- Develop training manuals, video tutorials, using Adobe Photoshop, Premiere Pro, videography, and photography skills to train and improve food preparation, cooking, and plating procedures for restaurant team members.
- Shot photographs in a controlled lab, field and remote environments.
- Design and update the internal training site for ease of use utilizing Illustrator and Word.

SKILLS

Photoshop

Illustrator

Adobe Premiere

Final Cut Pro

Canva

Figma

SproutSocial

Salesforce CMS

Excel

HTML/CSS - Basic

JavaScript - Basic

React.JS - Basic

Content Creation

Copywriting

CERTIFICATIONS

UX/UI Design Fundamentals

DesignLab - 2020

EDUCATION

BBA Marketing

University of Miami - 2018

LANGUAGES

English - Fluent

Spanish - Fluent

French - Intermediate