

Rubén Álvarez Siverio

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Summary

Resourceful and creative Marketing professional offering 11 years of consistently delivering high-quality marketing content while leveraging social media platforms and targeted campaigns to increase brand engagement. Advanced knowledge of product development, market research and SEO.

Skills

- Administrative assistance
- Project coordination
- Trend analysis
- Marketing and advertising
- Retail Marketing
- Partnership Marketing
- Product Launch
- Program Marketing
- Tactical planning
- Customer Relationship Management (CRM)
- Marketing campaign management
- Email marketing
- Photography
- Graphic Design
- Brand-building strategies

Experience

Life Insurance Agent

November 2018 to Current

Primerica - Americo - Forester - AIG – Orlando, FL

- Analyzed customer needs and provided best options, upselling products and services
- Cultivated professional relations to establish long-term profitable partnerships
- Drove client retention by increasing savings opportunities and identifying premium discounts
- Reduced financial discrepancies by accurately resolving billing issues while processing applications and cancellations

CEO

March 2018 to Current

Rubicomp INC – Orlando, FL

- Revitalized business plans and realigned company objectives to increase overall profits
- Generated sales by prospecting leads, cold calling and negotiating advantageous deals
- Successful management of 9 account in different kinds of business (Real Estate, International mail, Aesthetics, Personal Brand)

Marketing Manager

June 2014 to March 2017

Pirelli Tyres – Valencia, CA

- Cultivated sponsorships with related and partnering entities to enhance marketing objectives
- Created and launched enhanced content strategies, improving product conversion
- Forecasted sales numbers and product profitability to determine ideal strategies

Marketing Manager

March 2011 to May 2014

Noral – Valencia, CA

- Penetrated new markets and retail channels through strategic planning, competitive analysis, and product concepts
- Strengthened product branding initiatives by developing communication campaigns, promotional materials, market intelligence information and databases for Venezuelan market to maximize outreach
- Expanded new businesses by developing effective sales, advertising and marketing campaigns

Marketing Coordinator

February 2009 to November 2011

Ajeven – Valencia, CA

Marketing Assistant

January 2008 to December 2009

Qualaven – Valencia, CA

Education and Training

Bachelor of Communication & PR

University Arturo Michelena – San Diego

- Major in Marketing and Advertising