

Carlo Gonzales

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EXECUTIVE SUMMARY

Bilingual marketing student with a focus on professional selling and a 2-year track record in digital marketing, poised to contribute to innovative marketing strategies. Combines a robust understanding of digital marketing tools and data analysis with a commitment to leveraging communication skills across the marketing discipline. Adept in synthesizing market trends and consumer insights to drive brand growth and customer engagement. Enthusiastic and dedicated, with a proven ability to thrive in both independent and collaborative team environments.

EDUCATION

University of Central Florida, Orlando, FL
Bachelor of Science in Business Administration, Marketing
Cumulative GPA: 3.7

May 2025

Achievements/Awards: Dean's List (Fall 2021– Spring 2023)

PROFESSIONAL EXPERIENCE

Digital Mules – Pembroke Pines, FL
Account Assistant

April 2022 – Present

- Managed and executed content calendars, ensuring timely and strategic publication of marketing materials across various platforms.
- Contributed to the optimization of internal processes by providing actionable feedback, leading to increased efficiency and productivity.
- Drove social media engagement through targeted content creation, resulting in measurable increases in audience interaction and brand visibility.
- Engaged in strategic sales outreach through cold calls, emails, and social media, successfully initiating contact with potential clients and expanding the sales pipeline.
- Played a key role in team collaboration, consistently executing directives from management to achieve marketing objectives and deliver client satisfaction with few or no revisions

12 Point Productions – San Francisco, CA
Producer's Assistant

May 2019 – August 2019

- Streamlined on-set operations by efficiently organizing production gear, ensuring timely setup and contributing to the smooth execution of video shoots
- Enhanced visual storytelling by performing as an actor and extra in short films and documentaries, adding authenticity and depth to narrative projects.
- Developed proficiency in post-production techniques, contributing to editing processes and acquiring photography skills using Adobe Creative Suite.

LEADERSHIP EXPERIENCE

National Association of Changemakers, New Business Venture Project

Spring 2021

- Managed the club's photography and media working closely with the social media chair to create and promote content aimed at improving student's career preparedness
- Educated students about career opportunities and ways to maximize the opportunities available applying and going into college
- Held professional panels with proven successful business leaders in person and over Zoom

ADDITIONAL SKILLS

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|--------------------------------|------------------------|----------------------------------|
| • Social Media Management | • Sales Prospecting | • Lead Generation |
| • Content Strategy Development | • Adobe Creative Cloud | • Sales Prospecting |
| • Graphic Design | • Copywriting | • Multilingual (English/Spanish) |
| • Video Editing | • Data Analysis | • Time Management |
| | • SEO/SEM Techniques | |