






ERICK J. ORTEGA


Bachelor of Business Administration (Honours)

CONTACT

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Georgetown, ON L7G4W
CANADA

 <https://erickjortega.com/>

EDUCATION

Bachelor of Business Administration (Honours) — Marketing Management

Pilon School of Business—Sheridan College

EXPERTISE

- Salesforce CRM
- Peoplesoft CRM
- IBM Enterprise Content Manager
- Jira
- Google Analytics
- SPSS
- Office 365
- Adobe Photoshop
- Email Marketing
- Adobe Dreamweaver
- CSS
- JavaScript
- QuickBooks
- Team Leadership experience
- Base proficiency in Spanish
- SEO tactics
- Agile Methodology

REFERENCES

References available upon request

PROFESSIONAL PROFILE

- Recent graduate, Bachelor of Business Administration with Honours, eager to start a career in business marketing management.
- Comprehensive experience in a professional work environment.
- Well developed communication and interpersonal skills.
- Enthusiastic to lead teams, collaborate or work independently towards long term business goals.

WORK EXPERIENCE

Marketing Assistant

Johnson Group Real Estate / 2019

- Imported and performed data cleanup in CRM application to ensure integrity.
- Conducted market research to analyze and identify potential customers.
- Implemented marketing analytic techniques to gather relevant data (social media, web analytics, rankings).
- Linked spreadsheets, databases and inventories with statistical and financial information.
- Organized promotional events, traditional and digital campaigns.
- Prepared and delivered promotional material and presentations.

Business Analyst

Tarion / 2016-2017


- Collaborated with QA team and business leads in web, mobile apps and database testing.
- Developed models, procedures and tests for various application metrics.
- Engaged in communication with vendors, developers and designers to ensure business alignment.
- Responsible for managing Peoplesoft CRM and IBM Enterprise Content Manager database data quality.
- Presented corporate demos and training on new applications.




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WORK EXPERIENCE

Digital Marketing and Content Manager

KASE / Freelance

- Created and updated social media content and managed scheduled postings.
- Developed and designed website integrating e-commerce features.
- Responsible for CRM activities such as communicating with customers and following up on leads.
- Helped organize public business events, with booth setup and promotional marketing materials.
- Developed seasonal marketing and content strategy.

Website Designer & Accounts Manager

Homebase Bar & Grill / Freelance

- Created website design and layout to suit the brand image as well as business needs.
- Designed and distributed promotional materials for the business.
- Assisted in managing the accounts of the business, with sales, expenses and invoices using Quickbooks.
- Maintained and updated social media content.