

Jair Gomez Tarazona

Vancouver, BC | contact@workwithjair.com | +1 (236) 866-9730

Portfolio: www.workwithjair.com

Summary of Qualifications

- Seasoned marketing professional with over 5 years of experience in Vancouver, BC, and Lima, Peru.
- Proficient in digital marketing tactics, including social media management and online advertising.
- Strong background in storytelling, web design, photography, and video production.
- Skilled in SEO/SEM strategies, including copywriting, and data-driven campaigns.
- Excellent communication and interpersonal skills, with a proven ability to collaborate effectively with cross-functional teams by leveraging CRM and automation tools.
- Languages: English & Spanish.

Relevant Experience

Digital Marketing Consultant Nordel Crossing Dental Centre, Surrey, BC	Sep. 2025 - Present
<ul style="list-style-type: none">• Optimize websites for SEO, manage website updates, and maintain Google Business Profile listings.• Manage paid advertising campaigns across platforms, including Google Ads and Meta Ads.• Produce videography, photography, and other marketing content.• Oversee social media channels, including Instagram, Facebook, and website/blog content• Prepare monthly SEO performance reports.	
Web Designer & SEO Strategist Exchange Connectors Abroad, Vancouver, BC	April 2022 - Oct. 2024
<ul style="list-style-type: none">• Designed, optimized websites and landing pages for improved user experience.• Led multidisciplinary teams in developing content and visuals for websites.• Developed and implemented SEO/SEM strategies.• Monitored metrics and performance of websites.	
Content Creator (Freelance) Discover Canada Tours, Vancouver, BC	September 2023
<ul style="list-style-type: none">• Produced short/long-form videos and visual assets for social platforms.• Managed post-production workflow, including editing and motion graphics.• Shot scenic and guest-focused footage on the Rockies Summer Classic Tour.• Delivered all creative assets on time and at high quality.	
Social Media Strategist (Freelance) Gourmet Factory, Vancouver, BC	Jan. 2023 - March 2023
<ul style="list-style-type: none">• Developed, executed social media strategies to increase brand awareness.• Created content calendars and monitored campaign performance.• Conducted audits and competitive analysis.• Curated platform content and optimized profiles for visibility.	
Digital Marketing Coordinator ESA J1 Work & Travel, Lima, Peru	June 2021 - March 2022
<ul style="list-style-type: none">• Assisted in the development and execution of marketing plans and promotional activities.• Managed social media accounts and engaged with followers to enhance brand visibility.• Ran social media advertising campaigns and managed Google AdWords to drive website traffic and conversions.• Analyzed campaign performance metrics and provided recommendations for optimization.	

Education

Advanced Diploma in Business Management. British Columbia Institute of Technology (BCIT).	Aug. 2025
<ul style="list-style-type: none">• Completed several marketing plans for real-world clients.• Developed skills and knowledge in accounting, finance, business math, organizational behaviour, business law, management policy, and strategic planning.• Coursework included a professional communication class with a strong focus on writing proposals and public speaking.	

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Education – Cont.

Diploma in Customer Relations & Digital Marketing. Cornerstone International College (CICCC) July 2024

- Developed skills and knowledge in sales and negotiation, campaign management, search engine optimization, web analytics measurement, and web graphics.
- Coursework included a professional operational customer relations class with a strong focus on building rapport and pitching.

Bachelor's in Communication & Mass Media. Universidad de San Martin de Porres (USMP) June 2019

- General education in marketing and social media marketing.
- Completed 10-month internship with local study abroad agency, helping with marketing and advertising efforts.

Additional Experience

Graphic Designer & Video Editor (Freelance) | Afrina, North Vancouver, BC

December 2022

- Captured and edited photo/video content for social media and web.
- Created marketing assets (brochures, banners, booklets).
- Conceptualized visuals to match brand objectives.
- Developed storyboards for social-first content.

Multimedia Support | PeruContable Corporation, Lima, Peru

Oct. 2019 - May 2021

- Monitored inquiries during virtual classes.
- Created audiovisual content for social media and website.
- Broadcasted Live on Facebook by creating News templates via OBS.
- Prepared, submitted monthly performance reports.

Volunteer Experience

Graphic Designer Volunteer | AIESEC, Lima, Peru.

May 2017 - June 2017

- Assisted in developing marketing materials, including flyers, brochures, and social media content, to promote leadership in young people.
- Contributed creative ideas to marketing campaigns to boost a not-for-profit's visibility and attract youth to internships and volunteer roles.

Skills & Certifications

- Strategic Planning and Project Management
- Market Research and Analysis
- Hootsuite Social Media Certification and Google Ads Paid Campaigns Certification
- Campaign Development and Execution
- Communication and Presentation Skills
- SEO/SEM & Analytics (GA4, SEMrush, Ahrefs)
- Graphic Design and Video Production/Photography (Canva, Capcut)
- Web Design (WordPress, Webflow, HTML/CSS)
- HubSpot Inbound Marketing Certification, Salesforce Marketing Automation
- HubSpot Email Marketing Certification and CRM tools (Mailchimp, Klaviyo, Manychat)
- Adobe Creative Suite (Photoshop, Premiere, Lightroom, After Effects, Illustrator)
- Microsoft Office (Word, Excel, PowerPoint)