

Jair Gomez Tarazona

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Portfolio: www.workwithjair.com

Summary of Qualifications

- Seasoned marketing professional with 6+ years of experience across North American and Latin American markets.
- Proficient in digital marketing tactics, including social media management and paid advertising.
- Strong background in storytelling, web design, photography, and content creation.
- 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

Marketing Coordinator | Global Migration Network, Vancouver, BC *Oct. 2025 - Present*

- Develop strategies and related content for direct and digital marketing and advertising campaigns.
- Manage post-campaign analysis to measure and report on marketing and advertising metrics.
- Prepare deck materials, presentations, and maintain the website.
- Assist in the preparation of brochures, business cards, flyers and other materials.
- Represent GMN in meetings, presentations, and online discussions with partners.
- Develop and maintain long-term business relationships with organizations related to immigration, education, and investment.

Digital Marketing Consultant | Nordel Crossing Dental Centre, Surrey, BC *September 2025*

- 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*

- 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*

- 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*

- 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*

- 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.

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Education

Advanced Diploma in Business Management. British Columbia Institute of Technology (BCIT) *December 2025*

- 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.

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 a 10-month internship with a 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 websites.
- 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)