

**OSCAR GONZALEZ GARCIA**  
**DIGITAL MARKETING SPECIALIST | CUSTOMER SERVICE MANAGEMENT EXPERT**

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[marketwithoscar.com](http://marketwithoscar.com)

**PROFESSIONAL SUMMARY**

Creative digital marketer with a passion for visual storytelling, videography, and photography. Experienced in crafting engaging media campaigns and optimizing SEO strategies. Skilled in Adobe Creative Cloud, data analytics, and enhancing customer experiences through CRM systems. My marketing journey involves driving brand engagement and achieving meaningful results, while managing projects and building strong stakeholder relationships. With experience in content creation, social media marketing, and web development, I approach modern marketing challenges with enthusiasm and a willingness to learn. I'm dedicated to continuous growth and love incorporating diverse cultural insights into my digital marketing efforts.

**CORE PROFICIENCIES**

- Digital Marketing Strategies
- Content Creation
- Social Media Marketing
- Customer Experience Enhancement
- Data-Driven Analytics & Reporting
- Team Leadership & Development
- Process Optimization
- Effective Stakeholder Communication
- Graphic Design
- Videography & Photography
- Multimedia Editing

**EDUCATION**

**St. Lawrence College, Kingston, ON: (Graduated with distinction in both programs)**

- Post-graduate Certificate in Digital Marketing Communications, 2022
- Post-graduate Certificate in International Business Management, 2021

**Universidad del Valle de Atemajac, Guadalajara, MX**

- Bachelor of International Trade, 2012 – 2016

**PROFESSIONAL EXPERIENCE**

**Host**

**09/2023 - PRESENT**

**Lob / Toronto, Ontario, Canada**

- Welcomed customers at the front desk, processed entrance fees, and guided them to their seats, ensuring a smooth and friendly check-in experience.
- Explained game play and rules to customers, enhancing their enjoyment and understanding of the activities.

- Ensured customers had full water bottles and attended to their needs throughout their visit.
- Acted as a runner, assisting in various tasks to support the kitchen and wait staff, optimizing service efficiency and guest satisfaction.

**Collections Agent (Toyota Canada/USA)**

**06/2023- PRESENT**

**AllianceOne / Toronto, Ontario, Canada**

- Secured payment commitments from debtors, establishing feasible timelines for debt resolution.
- Handled payments via telephone, ensuring accuracy and secure transactions.
- Assisted customers with setting up payment arrangements and extensions to accommodate their financial situations.
- Demonstrated empathy and understanding, enhancing customer satisfaction during financial challenges.

**Digital Marketing Communications Intern**

**08/2022 – 09/2022**

**Bespoke Skin MD, Kingston, ON**

- Developed and launched a new website, enhancing user experience and online presence.
- Implemented effective SEO strategies, improving search engine rankings and increasing organic traffic.
- Created and managed engaging content for social media platforms, boosting audience interaction and brand awareness.
- Conducted performance analysis of digital campaigns, using insights to optimize future marketing efforts.

**Customer Service Supervisor (USA and Mexico)**

**09/2016 - 12/2020**

**Mex Rent A Car / Zapopan, Jalisco, Mexico**

- Managed customer reservations and inquiries, improving overall client satisfaction and retention.
- Conducted agreement audits, ensuring compliance with company policies and maintaining service integrity.
- Led and trained a customer service team across multiple branches, fostering effective communication and high engagement.
- Collaborated with internal departments to streamline the customer service process from vehicle pickup to return.

**LANGUAGES:**

- English- Fluent
- French- Conversational
- Spanish-Fluent

**TECHNICAL SKILLS**

- Social Media Platforms
- Social Media Marketing
- Content Marketing
- Email Marketing
- Google Analytics
- SEO/SEM Tools
- Graphic Design