

Luis Fabricio Serrano

Marketing Co-op Student & Marketing Freelancer

Education

Since 2022 – **Bachelor of commerce (Major Marketing)**

John Molson school of business (Concordia University), Montreal

- Academic year 2021-2022: BA Economics – GPA: 3.98

2021 – **DEC en techniques de microédition et hypermédia**

Collège Montmorency, Laval

2019 – **Photography course and volunteering**

Iceland SEEDS Photography, Reykjavik, Iceland

Professional Experiences

Since 2020 – **Multimedia & Marketing Freelancer | fasemedia.ca**

Luis Fabricio Serrano (sole proprietorship)

- Execute multiple marketing projects at once and delegate to other freelancers
- Perform all company operations and manage customer relationships
- Prospect potential clients and pitch my services

2021 / 2022 – **Salesman**

MC Électronique, Aéroport de Montréal

- Use sales techniques to increase average sales
- Understand and sell based on product positioning and differentiation
- Optimize retail space, product placement and bundle sales

2019 / 2021 – **Salesman**

IKEA Montreal

- Sell and advise customers on mattresses and organizational units
- Created informational graphics and worksheets for customers and staff
- Conducted observational research of visitor's interactions in the department

2017 / 2018 – **School Photographer**

Faucons de Dorval Jean-XXIII

- Photographed school sports teams and sold images to students and parents
- Led initiative and production of printed calendars using the team's pictures

Extra-curricular / Volunteering

2022 / 2023 – **Marketing Project Manager**

Enactus Concordia, Project Eduquo

- Mission: redefine financial education for the youth (high school & CEGEP)
- Create marketing communications and coordinate with associated teams

2023 – **Presentation Room Coordinator**

JMUCC – John Molson Undergraduate Case Competition

- Assisted operations of the international case competition
- Timekeeper and mediator between delegates and judges during presentations

Personal Details

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Portfolio Website

Fasemedia.ca

Languages

English

French

Spanish

Soft Skills

Teamwork, sales, communication, CRM, critical thinking, curiosity, problem-solving, time and resource management, attention to detail, multitasking, adaptability, resourcefulness, entrepreneurship

Hard Skills

Adobe: Photoshop, Illustrator, In Design, Lightroom, Premiere Pro

Microsoft Office: Word, Excel, PowerPoint, Access, SharePoint

Other: Meta Business Suite (social media management), manual camera operation, art direction and lighting, sales techniques