

# Alberto Aviles

Linkedin: <http://www.Linkedin.com/in/aaviles>  
24 Melrose Avenue | Greenwich, CT 06830  
Aviles.Alberto@Gmail.com Cell: (203) 554-3583

## WORK EXPERIENCE

### Marketing Intern

Know Your Source: Burlington, VT | Fall '08 - Spring '09  
Managed \$4k Google AdWords Campaigns  
Negative Keywords | SEO | Content Management

### Residential Assistant

Champlain College: Burlington, VT | Fall '07 - Winter '08  
Advised a dorm of 40 students | Enforced campus policy  
| Mediated conflicts in community

### Marketing Intern

ON3 Marketing & Design: Greenwich, CT | Summer '08  
Retouching in Photoshop for cookware images for  
production | Organization of products for photo shoots  
and on site assistance to photographer.

### Internet Marketing Analyst

Sono Design: Norwalk, CT | Summer '07  
Conducted competitive analysis with focus on:  
Consumer Usability | Organic Search  
Keyword Identification | Navigation

## SKILLS

Photographer (AceDuo.com)

Software: Adobe: PS | AI | DW | FI | ID  
MS Office Suite | Final Cut Pro

Web: Search Engine Optimization | Blog  
Keyword Develop: Positive | Negative  
Google: Analytics | AdWords

Tri-lingual: English | Spanish | French

## EDUCATIONAL EXPERIENCE

### Brand and Account Management | Fall '08

Developed Able Paint-Glass-Floor's advertising plan for  
Chittenden County area with a budget of \$50k, which  
included: TV | Print | Radio | Non-Traditional Media

### Marketing Management | Spring '08

Aided KGS, a software development company, in  
creating a marketing plan and brand image. Devel-  
oped visuals, which included: Logo | Brochure  
Stationary

### Consumer Behavior | Fall '07

Planned interviews of local bakers to uncover the  
business to business aspect of generating leads and  
clients between bakeries, reception halls, and florists.  
Conducted surveys of past customers to identify key  
reasons in choosing Joanie Cakes over the  
competitors

### Internet Marketing | Fall '07

Analyzed Local Motion's website, a local non-profit, to  
generate better organic search through the use of:  
Keyword Development | Meta Data | Incoming Links  
Outgoing links

## EDUCATION

### Champlain College

Burlington, VT | Fall '08  
BS Marketing '08  
AS Graphic Design '06  
Cert. Advertising '08

### ESC Rennes School of Business

Rennes, France | Fall '06  
Study Abroad Semester