

Raul Garcia Jr

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Education:

University of Michigan – Dearborn | *B.B.A in Marketing (With Distinction)*

September 2019 – December 2024

Marketing & Analytics Experience

Health Ed 4 Everyone | Volunteer Social Media Coordinator (*Volunteer*)

February 2025 – Present

- Leverage Canva to produce data-driven social content, optimizing visual storytelling to increase organic reach and engagement
- Analyze platform metrics to refine content strategy and align messaging with target audience behavior
- Develop posting calendar aligned with audience engagement strategy

General Motors | *Brand Architecture & Advertising Efficiency Analysis (Project)*

January 2024 – April 2024

- Led a 5-person team in evaluating General Motors' advertising expenditure to identify budget inefficiencies across media channels
- Evaluated financial and campaign performance data to develop recommendations for improving media allocation effectiveness
- Developed a digital-focused media plan emphasizing "Technology in Use," reallocating budget toward higher-performing online channels to improve engagement

GoPro | *Marketing Research Initiative (Project)*

September 2023 – December 2023

- Contributed to a team-based market analysis identifying millennial parents as a higher-growth target segment based on audience size and behavioral data
- Supported development of a digital-first media allocation strategy within a \$40.2M academic budget model, recommending a 52/39/9 split across social, TV, and print channels
- Assisted in building a 3-year revenue projection and conducted break-even analysis to evaluate the financial impact of increased advertising investment

Professional Experience:

Target | *Tech Consultant* | Dearborn Heights, MI

August 2025 – Present

- Implement product merchandising layouts and floor sets for new tech launches, optimizing placement to improve customer engagement and in-store conversion
- Utilize deep product knowledge to conduct live demos, translating complex technical features into digestible benefits
- Analyze customer needs and buying behavior to increase attachment rate of protection plans by 15%, consistently exceeding monthly performance targets

Betting Hero | *Field Sales Representative* | Detroit, MI

June 2025 – September 2025

- Drove cold outreach at casinos, sports bars, and downtown events to convert foot traffic into betting app users
- Optimized promotional messaging in high-volume environments to exceed weekly acquisition targets
- Strengthened user retention through relationship-building and brand engagement initiatives

Skills & Certifications

Analytics & Performance: Google Ads, Google Analytics 4 (GA4), HubSpot, SEO, Market Research, Media Allocation

Content & Strategy: Digital Storytelling, Brand Positioning, Email Marketing, Canva

Certifications: Google Digital Marketing & E-commerce, Google Analytics, Google Ads Search & Measurement

Languages: Bilingual (English/Spanish)