

Raul Garcia Jr

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Executive Summary:

Marketing graduate with hands-on project experience in brand strategy, media planning, and market research. Certified in Google Ads, Google Analytics 4, and HubSpot and real work to back it up.

Project & Volunteer Experience

HealthEd 4 Everyone | **Social Media Coordinator**

Remote | February 2025 – Present

- Coordinate content calendar and manage social media strategy independently, aligning messaging with organizational goals and audience engagement targets
- Produce multi-format digital content in Canva and analyze platform metrics to refine strategy and improve reach

General Motors | **Brand Architecture & Strategy Project**

Dearborn, MI | January 2024 – April 2024

- Led and coordinated a 5-person team through a full research and strategy cycle, managing timelines, delegating tasks, and delivering a 20+ page strategic report to senior stakeholders
- Facilitated team collaboration across competitive analysis, primary research, and strategic recommendations developing strong project coordination and presentation skills
- 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**

Dearborn, MI | September 2023 – December 2023

- Supported development of a digital-first media allocation strategy within a \$40.2M budget model, recommending a 52/39/9 split across social, TV, and print channels
- Developed with a team a market analysis identifying millennial parents as a higher-growth target segment based on audience size and behavioral data
- 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

- Build rapport with customers through active listening and needs assessment, consistently recommending tailored solutions that increased protection plan attachment rate by 15%
- Communicate complex technical product information clearly to diverse audiences, drive purchase confidence and improve in-store conversion and customer satisfaction

Betting Hero | **Field Sales Representative**

Detroit, MI | June 2025 – September 2025

- Prospected and engaged new leads through cold outreach at high-traffic venues, consistently exceeding weekly acquisition targets through persuasive communication and relationship-building

Skills & Certifications:

Content & Strategy: Social Media Management, Content Calendar, Brand Positioning, Digital Storytelling, Audience Segmentation, Campaign Planning, Email Marketing

Organizational & Analytical: Market Research, KPI Reporting, Performance Analysis, Budget Allocation, Project Coordination

Tools & Platforms: Google Ads, Google Analytics (GA4), HubSpot (CRM), Canva, LinkedIn, Microsoft Office

Certifications: Google Digital Marketing & E-Commerce, Google Analytics (GA4), Google Ads Search & Measurement, HubSpot Digital Marketing

Education:

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

Dearborn, MI | December 2024