

Ramon Alvarado

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Marketing & Sales Assistant

ALS / Allure Architectural | August 2025 - Present

- Update and maintain product specification sheets to ensure accurate dimensions, features, and model details.
- Create and refresh product flyers and sell sheets for buyers and distributors.
- Optimize product descriptions and on-site content for clarity and accuracy.
- Coordinate with buyers to execute custom specification adjustments on tight timelines.
- Check product data to reduce errors across spec sheets, marketing assets, and listings.
- Organize file versions and standardize formatting across product content workflows.

Marketing & Sales Coordinator

Victorie Packaging | July 2023 - July 2025

- Supported website development and maintenance using HTML, CSS, WordPress, and BigCommerce.
- Managed website content, plugins, chatbot integrations, and product photography.
- Created content calendars and marketing content for LinkedIn, Instagram, Facebook, and X.
- Wrote blog posts optimized for online presentation and readability.
- Assisted sales through lead follow-ups, cold emails, and inbound inquiries.

Jewelry Brand Owner

Monstar LA | June 2021 - August 2024

- Founded and built Monstar LA from the ground up, including brand strategy, creative direction, and digital execution.
- Designed all branding assets including logo systems, typography, color palette, and visual identity.
- Developed original designs and product concepts, working with overseas suppliers to bring select pieces from ideation to production.
- Created and managed Instagram content, producing original graphics, captions, and campaigns to grow brand awareness.
- Handled social media marketing, audience engagement, and analytics, iterating content based on performance.

Additional Experience

Radio Intern - 22 West Media
January 2023 - June 2023

Media Intern - PONY Baseball (PONY-13 World Series)
May 2018 - August 2019

Staff Writer - Daily Forty-Niner
August 2019 - May 2020

Editor-in-Chief - El Paisano News & La Cima Magazine
August 2017 - May 2018

Skills

Adobe Creative Suite (Photoshop, InDesign, Premiere, After Effects, Audition)
Microsoft Office (Word, Powerpoint, Excel)
Content Creation & Copywriting
Social Media Strategy
Website & CMS Management

Education

California State University, Long Beach — B.A. — Journalism (2023)
Rio Hondo College — A.A. — Journalism (2019)