10515 Downey Ave #1
Downey CA, 90241

DAVID APONTE

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562-644-2491

On-Line Portfolio:
http://www.visualcv.com/davidaponte

OBJECTIVE

A challenging career with an established company, where I can apply my techniques and skills in an office environment. Dedicated to working in a fast paced environment, with advancement opportunities.

EDUCATION

California State University, Long Beach — Long Beach, CA, *Bachelor of Arts, Liberal Studies* — 2002 – 2007, Long Beach, California

- Major: Liberal Studies with an emphasis on Health Science
- GPA: 3.0

Cerritos College — Norwalk, CA, *Assosiates of Arts Degree* — 2000 – 2002, Norwalk, California

- Major: General Education - Two Year Degree Transfer
- HTML - Web Design - Level I & II - Having this certification taught me many skills that were office related and helped me further achieve some of those skills that I use on a daily basis at my current job.
- Learned various Microsoft Office applications and computer skills focusing on Excel, Access, and PowerPoint

WORK EXPERIENCE

Westside Wholesale Electric, *Marketing & Product Management Supervisor* — 2008 – Current, Bell, CA

- Email Marketing and List Management maintainence for our network of customer, vendors, and other clients
- Conducting various marketing strategies for online web sales and optimizing site for SEO/SEM
- Maintaining and updating website with new products
- Writing original product descriptions and content for website
- Competitive pricing comparison analysis
- Graphic Design for product images, promotional site banners, and Flash remarketing
- Designing email campaign and advertising templates
- Creating web blogs for manufacturers, such as http://myaprilaire.com and http://smokealarmpro.com

LD Products / 4inkjets.com, *Sales/ Customer Service* — 2004 – 2007, Long Beach, CA

- Responsible for internet processing of sales orders, general accounting, technical assistance, and product testing

VWR Scientific Products, *Site Service Representative* — 1998 – 2000, Portland, OR

- Responsible for taking and processing orders for an account (Wacker Siltronics) with a weekly spending budget up to $10k for Medical/Science supplies
- Distributed supplies throughout all cleanroom areas of the account facility

SKILLS

- Magento
- Adobe Flash
- Wordpress Blog and Site Design - MyAprilaire.com and SmokeAlarmPro.com
- iContact Email Marketing Campaigns
- Constant Contact Email Marketing Campaigns
- List Management via Excel, Outlook, and Constant Contact
- Sony Vegas Video Editing Software
- AVS Video Editing Software
- CoffeeCup HTML Editor 2008
- Adobe Dreamweaver
- Adobe Photoshop C4
- Social Network Marketing (YouTube, Facebook, Twitter)
- Graphic Design
- Microsoft Office Applications - Intermediate

Professional Memberships / Affiliations/References

- Tau Kappa Epsilon - Delta Theta Chapter CSULB
- Gracie Barra Jiu Jitsu
- Personal: Melissa Simon 714-832-3112
- Personal: Joyce Apodaca 562-221-5427
- Professional: Patrick Devane 562-858-9365

Career Highlights

- Frater and Graduate of California State University, Long Beach
- Designer and Webmaster of MyAprilaire.com and SmokeAlarmPro.com - Helped to increase sales and direct traffic to our company