

Sergio Langarica

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Digital marketing professional experienced in using performance data and market insights to optimize campaigns and positively impact results. Background in marketing and business intelligence. I enjoy dynamic work environments and challenging projects.

EDUCATION

Masters in Applied Economics and Social Development National Chengchi University
September 2016 to July 2018

Bachelor of Economics University of Baja California
September 2010 to December 2014

WORK EXPERIENCE

BenQ - Senior Marketing Specialist

March 2019 to Present

- Worked with regional project owners to define a content marketing strategy.
- Performed keyword analysis for new articles and content optimization.
- Managed and planned an SEO-driven content plan for writers.
- Developed metrics and reports to track the goals of the content strategy.

PSN TV - Digital Media Director

June 2015 to July 2016 and April 2012 to June 2014

- Managed a team of creatives to produce editorial, video, and graphic content.
- Defined periodical goals to drive and evaluate performance.
- Planned and executed a growth strategy relying on organic search and social traffic sources.
- Relunched the digital products portfolio, including social media, the website, and video live-streaming.

Coca-Cola - Market Intelligence Analyst

November 2014 to June 2015

- Estimated a weekly forecast for 800 products for several regional markets.
- Anticipated market events and demand shocks to adjust production.
- Evaluated monthly sales to track the global sales plan progress.
- Composed data-based reports for commercial and production planning.

LANGUAGE SKILLS

English: Native

Spanish: Native

Mandarin: Intermediate

French: Intermediate