

# Francisco Alvarez III

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## Highlights of Qualification

A bilingual (Spanish) innovative and creative marketing professional with ten years of experience in sales and marketing. Has consistently met or exceeded sales and service quotas set by management. Experience in marketing design and brand development for a variety of services and products. Built and improved Web sites with emphasis on content structure and navigation. Developed online advertising campaigns that exponentially increased number of monthly unique visitors. Skilled at presenting analyzed information of site performance.

## Professional Experience

GENERAL MANAGER, Alfredo's Italian Restaurant, Atlanta, GA 2005 – Present

- Develop high-impact marketing and sales strategies and perform ongoing maintenance of company's website and other avenues of collateral.
- Manage daily activities including receiving deliveries, enforcing proper food and beverage handling practices, and supervising operations of restaurant to maximize profitability and customer satisfaction.
- Revamped payroll process with the introduction of QuickBooks. Process payroll with QuickBooks for 21 employees.

MKTG CONSULTANT CONTRACTOR, Primary Care Phys. Center, Atlanta, GA 2009 - 2011

- Developed and implemented an online marketing strategy that included a website, blog, e-newsletter, Facebook and advertising.
- Created marketing collateral including business cards, brochures and window graphics to increase brand recognition.
- Designed, implemented, collected and analyzed questionnaires for market research to help decision making for additions/improvements of marketing strategy.

WEB CONSULTANT CONTRACTOR, Georgia Power, Atlanta, GA 2010 – 2010

- Evaluated internal and external Diversity pages as well as competitor's websites.
- Using Adobe Illustrator and Photoshop, created numerous mock-ups for internal and external websites.
- Provided key input to shape a user friendly navigation system for both sites.

SENIOR SALES REPRESENTATIVE, Cingular Wireless, Atlanta, GA 2001 – 2005

- Generated sales for cell phones, accessories, and services based on a quota platform of 30 activations and \$5100 between features and accessories per month.
- Responsible for training sale representatives on functionality and features of all new products.
- Merchandised retail space to ensure best product to customer engagement and proper traffic flow.

## Education & Professional Development

Kennesaw State University, Kennesaw, GA May 2010  
Bachelor of Science in Marketing - GPA 3.36

Georgia Perimeter College, Atlanta, GA May 2007  
Associate of Science in Business Administration