

Alejandro Velazquez

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PROFILE

Digital media and communications professional with experience in project management and international relations. Skilled in creating clear, engaging communications strategies for diverse audiences. Passionate about connecting people and ideas to support organizational goals.

WORK EXPERIENCE

Communications and Marketing Specialist	Uppsala, Sweden
Contractor (Latinamerikagrupperna, PeaceWorks Sweden, Praktisk Solidaritet, etc.)	December 2023- Present
<ul style="list-style-type: none">Collaborate with international organizations to develop digital media strategies aligned with the Agenda 2030 framework, promoting sustainable development goals through online campaigns.Design and develop website layouts, structures, and UI elements using Adobe XD, Figma, HTML, and CSS to ensure visually engaging, responsive, and user-friendly websites.Create mockups to align websites with organizational identities and brand guidelines.Develop cohesive visual identities, including logo design, typography, and color schemes, ensuring consistency across digital and print materials.Produce content for websites, blogs, social media, and videos, optimizing for SEO, audience engagement, and platform-specific needs.Use analytics to guide content strategy, monitor performance, and iterate based on engagement.Create infographics, custom illustrations, and photography to enhance digital and print content.Design social media graphics and posts for platforms like Instagram, LinkedIn, and Facebook.	
Head of Public Relations and Marketing	Uppsala, Sweden
Association of Foreign Affairs in Uppsala	July 2022 June 2024
<ul style="list-style-type: none">Managed communication strategy across multiple platforms, including social media, website, and print, enhancing visibility and engagement.Coordinated the creation of marketing materials (posters and graphics) to maintain brand consistency.Led collaborations with student associations, planning campaigns and promoting events.Optimized paid social media ads, reducing cost-per-click (CPC) by 40%.Increased membership by 35% compared to the previous year through strategic outreach and engagement.Designed and launched a new website to present and maintain a professional, active profile.Developed digital content (social media posts, blog articles, videos, graphics) tailored for platforms such as Facebook, Instagram, LinkedIn, and YouTube.Monitored campaign performance using KPIs and automation tools to assess effectiveness.	
Global Projects Assistant	Stockholm, Sweden
Praktisk Solidaritet	August 2022 - January 2023
<ul style="list-style-type: none">Contributed to international development projects in Angola, Bosnia and Herzegovina, and Colombia, assisting with project applications, reports, and partner monitoring.Supported informational outreach in Sweden by creating articles, and social media content.Participated in developing EU projects focused on democracy, community organizing, and advocacy.Collaborated with civil society organizations to foster partnerships and strengthen project impact.Gained experience in key development areas, including feminism, gender equality, youth rights, democratization, and rural development.	
Junior Content Writer	Remote
Culture Slate	April 2022 - June 2022
<ul style="list-style-type: none">Wrote 600-word articles and interest pieces on breaking entertainment news, ensuring accuracy, engagement, and relevance.	

- Conducted research to gather accurate information and maintain content quality.

Research and Teaching Assistant

Zapopan, Mexico

Department of International Relations, Universidad de Guadalajara

July 2018 - June 2020

- Conducted literature reviews, assisted with data collection (surveys, experiments, interviews), and analyzed data using statistical software and methods.
- Supported classroom management, lectures, and student engagement, offering academic support.
- Graded assignments, exams, and projects, ensuring adherence to grading criteria.
- Assisted in preparing course materials (slides, handouts, reading lists).
- Collaborated in organizing the international seminar, "Dialogue Between the Academy and Decision Makers of Foreign Affairs in Mexico".

Customer Service Representative

Zapopan, Mexico

HSBC

January 2019 - May 2019

- Managed customer inquiries (deposits, withdrawals, transfers) across multiple channels.
- Assisted with account management and provided support for online banking and mobile apps.
- Addressed customer concerns, ensuring satisfaction and compliance with bank policies.

Communications Intern

Zapopan, Mexico

Australian and New Zealand Studies Association of North America

December 2018 - April 2019

- Managed digital communication channels, curating and disseminating content on socio-political developments in Australia and New Zealand.
- Gained experience in digital content management and audience engagement, contributing to academic and cultural exchange.

EDUCATION

Master's in Social Sciences - Digital Media and Society

Uppsala, Sweden

Uppsala University

August 2021 - June 2023

Specialized in digital media's impact on culture, politics, and society. Developed research skills in digital media's impact on democracy, social change, and global communication. Gained expertise in qualitative and quantitative research methods. Master's thesis focused on digital organizational storytelling.

Bachelor's in International Relations

Zapopan, Mexico

Universidad de Guadalajara

January 2016 - June 2020

Developed an interdisciplinary perspective on global dynamics. Gained expertise in dispute resolution, international law, and global challenges, including human rights, environmental issues, and security. Studied key areas like international trade, political systems, Mexican foreign policy, and global organizations, with a focus on intercultural understanding and global cooperation. Gained insights into Sweden's political history, economics, and culture during an exchange program in Uppsala University.

CREDENTIALS

Design Tools: Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Lightroom, Premiere Pro, After Effects), Figma, CapCut, Canva.

Project & Content Management: Office 365 (Word, Excel, PowerPoint), Google Workspace (Sheets, Docs, Slides, Drive, Gmail), Trello, WordPress, Wix, Shopify, Webflow, MailChimp.

Automation & Research Tools: HubSpot, ChatGPT, Zapier, Hootsuite, SemRush, Ahrefs.

Advertising & Analytics: Google Ads, Meta Ads, Google Analytics 4, Meta Business Suite.

Certifications: Inbound Marketing by HubSpot (2024), Content Marketing by HubSpot (2024), Organizational Management by Harvard University Courses (2022).

Languages: English (Full Professional Proficiency), Swedish (Full Professional Proficiency), Spanish (Native).