

Sergio Zaragoza

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sergzaragoza.com



Experienced Digital Marketing and Project Management professional with expertise in content creation, photography, graphic design, catalog management, copywriting, SEO, and social media management. Proven ability to deliver visually compelling imagery and optimize online selling platforms. Seeking a challenging position in marketing or photography to leverage expertise and contribute to a dynamic team. Proficient in Canon camera systems, Capture One, Helium 10, Salsify, MacOS, Microsoft Suite, HTML, and Adobe Creative Suite.

Product Photographer

Sergio Zaragoza Photography - New York,

Present

- Conducted high-quality product video and photoshoots both in-studio and on location, ensuring exceptional visual representation of products.
- Developed comprehensive shot lists and storyboards, meticulously planning lifestyle and on-location product shoots to meet client objectives.
- Managed talent booking and scouted shooting locations, demonstrating a keen eye for selecting the perfect settings to enhance product appeal.
- Resized digital media, images, and video marketing content for various selling platforms such as Amazon, Walmart, and eBay.
- Utilized advanced post-production techniques to edit and enhance images and videos, consistently delivering polished final products that met client specifications.

Media and Marketing Coordinator

Digital Marketing Corp. - Remote

March 2020 to March 2023

- Launched product pages on Amazon and online stores, created marketing materials and optimized content.
- Organized and cataloged digital media assets, managed product instruction manual translations.
- Updated e-commerce stores and implemented A/B testing.
- Communicated with sourcing teams, verified quality and delivery schedules.
- Used SEO tools to increase organic traffic to product pages and online stores. (Helium10).
- Created sales analysis reports.
- Project managed using various tools to communicate with different teams. (ASANA, Slack).
- Customer service tickets.

Studio Logistics Assistant

David Yurman - New York

January 2023 to March 2023

- Organize studio spaces, samples and merchandising tools.
- Manage basement archive to ensure proper storage and cataloging of company materials.
- Media cataloging and organization.

International Catalog Associate

Outward Hound - Remote

April 2022 to August 2022

- Managed product catalogs across multiple marketplaces, tracked performance, and sell-through quantities.
- Utilized Salsify to manage digital assets and publish content to Amazon and other marketplaces.
- Managed Amazon vendor central cases.
- Collaborated with Amazon brand specialists to track SKU performance and identify growth opportunities.
- Managed inventory across multiple marketplaces.

Assistant Manager

*Lassens Natural Foods & Vitamins - Echo Park
December 2018 to January 2020*

- Collaborated with staff to maximize customer satisfaction, streamline procedures and improve bottom-line profitability.
- Coordinated efficient restocking of merchandise to meet customer needs and promote consistent sales.
- Drove consistent sales with effective merchandising and promotions implementation.
- Monitored supplier operations to verify quality, and delivery schedule.
- Facilitated effective communication between customers and associates to encourage a positive, team-based atmosphere.
- Maximized profit by coordinating efficient team workflows, minimizing waste and controlling shrinkage.
- Assessed, optimized and elevated operations to target current and expected demands.
- Developed and implemented promotional strategies to drive business success and maintain budgetary guidelines.
- Analyzed the store's inventory and ordered merchandise and products when stock levels were low.
- Provided expert customer service to all patrons of the store and assisted with locating desired items.
- Supervised performance of 8 workers, with goals of improving productivity, efficiency and cost savings.

Photography Assistant

*Noah Webb Photographer - Los Angeles
June 2013 to January 2018*

- Assisted with on-location and in-house photoshoots for editorial and product images.
- Coordinated tasks with other assistants, booked talent, and scouted locations.
- Maintained studio equipment and performed post-production editing.
- Performed basic administrative work (filing/sending out emails to clients).
- Served as digital tech.
- Ran production related errands.
- Post production and edited images.

Links

Linkedin: <https://www.linkedin.com/in/sergzaragoza/>

Online Portfolio: <http://sergzaragoza.com>

E-commerce Sites I have managed in the past:

DURABOX: https://www.amazon.com/stores/Durabox/page/42A2886D-A12F-44DB-A0FF-6FADF-42288D4?ref_=ast_bln

OUTWARD HOUND: https://www.amazon.com/stores/OutwardHound/page/3B008C55-E795-4C9B-8418-11C2CB9420FE?ref_=ast_bln

VERGO: https://www.amazon.com/stores/Vergo/page/7F1649A3-40EB-414D-B231-7657711FD8AE?ref_=ast_bln

DIGITAL BUYER: <https://www.digitalbuyer.com>





Product & Lifestyle Photography

- » Over 6 years of experience specializing in product and lifestyle photography.
- » Exceptional attention to detail and dedication to quality for delivering stunning visuals.
- » Highlighting unique features, capturing captivating lifestyle moments. Bringing your vision to life.



Content Creation & Optimization

- » 4 years of experience in crafting compelling digital assets for e-commerce sites, including infographics and engaging Enhanced Brand Content (EBC).
- » Strong command of SEO principles to deliver persuasive and search engine-optimized copy.
- » Hands-on experience in implementing A/B testing to fine-tune and optimize content performance for maximum impact and conversion rates.



Project Management

- » 3 years of hands-on experience in successful project management, overseeing projects ranging from online store optimization to exceptional customer service assistance.
- » Skilled in coordinating and leading cross-functional teams, ensuring smooth project execution and timely completion.
- » Strong communication and problem-solving abilities, addressing challenges proactively and keeping stakeholders informed throughout the project lifecycle.



Image Processing & Editing

- » 6 years of expertise in image manipulation.
- » Proficient in industry-standard software like Adobe Photoshop and Illustrator, utilizing advanced editing techniques to unlock the true potential of each image.
- » Distinctive editing style characterized by vibrant colors, and captivating compositions that leave a lasting impression.



Catalog Management

- » 3 years of dedicated experience in efficiently organizing and optimizing product catalogs for e-commerce platforms like Amazon, Walmart, and eBay.
- » Meticulous attention to detail and strategic planning for seamless navigation and improved discoverability of products.
- » Proficient in managing catalogs using platforms like Magento and WooCommerce, maximizing the potential of online stores and driving sales through effective organization, optimized descriptions, and compelling images.



Analytics

- » 3 years of experience in analytics, specializing in creating data-driven content strategies to maximize ROI.
- » Proficient in gathering and analyzing data from reporting tools, extracting meaningful insights to develop targeted and impactful content.
- » Continuous monitoring of key metrics and refining strategies to align content initiatives with business objectives and consistently deliver tangible results.

