

BENJAMIN NICHOLAS ALICEA

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🌐 1704 Braintree Hill Road, Randolph, VT 05060

EDUCATION

Champlain College School of Business // 2006 - 2011
Bachelors of Science, Business Management

Studied business management, business strategy, marketing, digital marketing, accounting and entrepreneurship.

EXPERIENCE

Digital Marketing Consultant // Self Employed // 2012 - Present

- Developed 15+ Wordpress Websites with a focus on user experience design, mobile responsiveness and proper site structure for businesses all over the United States.
- Setup and developed 5+ ecommerce websites for various retailers in the United States. Configured shipping, payment settings, and various marketing plugins to increase customer engagement and conversion rates.
- Completed search engine optimization audits focusing on ways to improve onsite optimization, local optimization, speed and load time optimization, and site structure.
- Completed keyword research and search engine optimization for more than 10 websites with a focus on improving organic traffic for high volume, relevant search terms.
- Managed local optimization for 5+ businesses, managing and setting up 70+ local directories, ensuring complete and consistent business information across a network of apps and business directories.
- Setup paid advertising campaigns on Google & Bing for 5+ clients, completing thorough keyword and competitive research to uncover the best keywords to bid for. Optimized campaigns for locations, times, devices, demographics and conversions.
- Consulted 15+ businesses on various digital marketing strategies including CMS management, search engine optimization, search advertising, social media management, and information technology.

SKILLS

Landscaping
Hospitality
Interpersonal Skills
Customer Service
Screen Printing
Detailing / Cleaning
Event Services
Graphic Design
User Experience Design
Wordpress Websites
Shopify Websites
Optimization Audits
Onsite Optimization
Local Optimization
Google Adwords
Bing Ads
Facebook Ads
Twitter Ads
Adobe Suite
Google Apps
Productivity Apps
Social Media
Email Marketing
Windows / Mac Os
Software Setup
Hardware Setup
Tech Troubleshooting

EXPERIENCE CONTD'

Volunteer // NotSo Hostel // Charleston, SC // 2 Months // 2018

- Gardening and landscaping duties included weeding, planting flowers and trees , laying mulch and brick laying.
- Painting and general maintenace included painting of an entire porch, spot painting around the entire hostel, and helping with a bathroom rennovation.
- Helped manager with housekeeping duties which included taking care of a diabetic cat and ensuring proper administration of medicine.
- Guest services included helping guests with area information, check in procedures, cleaning and changing over rooms, and general cleaning.

Volunteer // Star Island, Iles of Shoals // Portsmouth, NH // 2014 - 2017

- Volunteer at Star Island Iles of shoals for a couple weeks at a time each summer for the last 4 summers.
- Chamber cleaning duties included cleaning out guest rooms, changing bed linens and restocking rooms with necessary supplies.
- Kitchen duties included washing and cleaning dishes at a rapid pace with a team of 4. Running dishes and restocking kitchen for upcoming meals.
- Guest services included loading and unloading luggage for an entire conference, and providing customer service upon request.

Audio Visual Technician // SVAV // Burlington, VT // 2013 - 2017

- Setup audio visual equipment including audio mixers, large PA systems, large projector screens, projectors, and more, for small and large conferences of 500+ people.
- In charge of working with event clients to insure smooth running of events.
- In charge of troubleshooting technical issues during conferences.
- In charge of managing presenters and presentations from various operating systems and software.
- In charge of communicating between location staff, event producers and SVAV boss to ensure a smooth event.

Master Detailer // Brite Start Mobile Wash // Boston, MA // 2013 - 2015

- In charge of driving a large truck and trailer to and from job locations all over Massachusetts.
- In charge of managing a crew of 3-4 detailers, completing quality assurance, and delegating work duties.
- In charge of communicating between the client and the boss to insure work requested was being completed up to standards.
- Detailing and cleaning duties included complete interior detailing of RVs and Motor Homes.
- Detailing and waxing duties included exterior wash and waxing of RVs and Motor Homes.

EXPERIENCE CONTD'

Valey Captain // Bulfinch Hotel // Boston, MA // 2011 - 2013

- Worked as a valet attendant at multiple hotel locations in Boston, MA.
- Managed customer check ins, payments, and customer requests.
- Managed a crew of 3-4 valets and 2 locations during TD Garden events.
- Doubled as a bellhop, providing support to hotel staff, helping guests to their room, providing city information, overall ensuring the comfort and happiness of guests during their stay.
- Provided support to hotel staff during restaurant events including customer

Head Summer Landscaper // Vermont Technical College // 2004 - 2010

- Completed various landscaping duties at Vermont Veterans Cemetary at Vermont Technical College in Randolph, VT.
- Landscaping duties included, weedwhacking, mowing, hole digging, gardening, large equipment operation and maintenance.
- Managed and trained a new summer hand each summer.
- Operated a large work truck and 4 ton dump trailer.

REFERENCES

Nat Rees
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