

WESLEY LOPEZ

CONTACT

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Lowell, MA

SKILLS

Hard Skills

- Sprout Social, Hive, Adobe Creative Suite, Hootsuite, Google Drive, Microsoft Office, Spotify Podcast

Soft Skills

- Flexible, analytical, able to work independently and in teams, strong time management, communicative

EDUCATION

University of Massachusetts Lowell

Bachelor of Science in Business Administration-
Marketing Concentration

September 2017 - May 2020

Northern Essex Community College

Associate of Science in Business

September 2014 - May 2017

LANGUAGES

Spanish - Fluent

WORK EXPERIENCE

Content Specialist

Beth Israel Lahey Health

February 2023 - Present

- Created engaging videos using Adobe Creative Suite leading to a growth of 78.2% in total social media video views over a 6-month period
- Manage social media accounts and track profile performance using Sprout Social, Meta Business Suites and Google Analytics
- Lead the production of the Beth Israel Lahey Health podcast *Healthcare 360*—including recording, editing, post-production, distribution on digital service providers, and creation of social media teasers
- Spearheaded the creation of a five-year anniversary video for the hospital system; recognized by senior leadership and CEO for attention to detail and ability to communicate emotion through video storytelling

Digital Media Content Creator

Freelancer

September 2014 - Present

- Manage the promotion of personal music brand and branding of bands—including promotion of content via Facebook Ad Marketing and Instagram promotions
- Develop a content calendar that maximizes audience engagement for social media and increases brand awareness
- Optimize discoverability and awareness for brands by utilizing hashtags and implementing SEO practices

Marketing Intern

Emerson Ecologics

September 2013 - June 2014

- Developed SWOT analyses for the organization in Microsoft PowerPoint and Word to aid in diversifying brand and creating better brand awareness
- Organized and cataloged employee information and product information using Microsoft Excel
- Utilized Constant Contact to create digital marketing campaigns and maintain communication with clients through emails and newsletters
- Created presentations that highlighted the strengths and weaknesses of company products with the aim of increasing product awareness amongst consumers