

**WILBUR (WILL) TURCIOS-ABREGO**  
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## **CAREER OBJECTIVE**

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As a current Digital Marketer with an understanding of marketing trends and strategies, 5 years of sales experience, 3 years of real estate acquisitions and management, as well as 4 years of commercial construction estimating experience; I am a well-rounded professional looking to continue developing skills to help others with company growth and offering my skillset to achieve higher standards.

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## **SUMMARY OF QUALIFICATIONS**

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- In-depth understanding of digital marketing channels (Google Ads, Facebook, Instagram, Email), SEO, marketing strategy, web design, and organic content marketing.
- Proficient in using analytics tools and social media insights to track campaign performance whilst optimizing results.
- Innovative use of Artificial Intelligence and marketing automation systems for Websites, CRM platforms, text/email client correspondence, and much more.
- Excellent content creation and copywriting skills, with a focus on crafting engaging and SEO-optimized content.
- Adept in managing and maintaining social media profiles, content planning, and community engagement.
- Adept in office/management software such as Excel Spreadsheets, Word, PowerPoint, Google Suite, Google Docs, Google Calendar, Microsoft Teams, and many more.
- Strong communication skills with extensive clientele experience to enhance collaboration, service quality, and guidance.
- Bilingual: Fluent in English (native language) and Spanish (spoken and written)
- Additional Certifications: Flynn Team Optimization Training, Standard First Aid & CPR Level C

## **WORK EXPERIENCE**

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### **Digital Marketer (July 2020 – Present)**

#### **New Moon Digital Marketing – Marketing Services**

**Responsibilities:** SWAS sales lead, client account management, ensuring delivery of full-stack digital marketing services, creation of job postings, full-cycle hiring, and sub-contractor management.

### **Real Estate Acquisition Specialist and Property Manager (July 2020 – Present)**

#### **WT Global Enterprises Ltd. – Holdings and Management**

**Responsibilities:** Cold call outreach to potential buyers and sellers of real estate properties, real estate acquisitions and closings, site preliminary inspections, maintenance/ repair/ trades coordinator, tenant relations and rent collection.

### **Construction Estimator (Nov. 2019 – Jan. 2022)**

#### **Flynn Canada Ltd. – Commercial Construction**

**Responsibilities:** Analysis and budgeting of commercial & high-density residential construction developments. Project lead of tender submissions to ensure completion of work and delivery of services within deadlines. Scope of work included: below-grade and above-grade waterproofing, architectural cladding, and roofing services.

### **Construction Estimator/ Project Coordinator (Nov. 2017 – March 2019)**

#### **Allwall Ltd. – Commercial Construction**

**Responsibilities:** Cost analysis, project management, project coordination; and budgeting of commercial, high-density residential, and tenant improvement developments. Scopes of work included: steel stud framing, acoustical wall/ceiling assemblies, and insulation.

### **Sales/Customer Service Representative (Nov. 2016 – Nov. 2017)**

#### **Telus Communications – Telecommunication Sales**

**Responsibilities:** Sales of commercial/personal telecommunication services, customer relation representative, and customer education specialist on telecommunication technologies.

### **Sale Representative (April 2010 – July 2013)**

#### **Aldo Group – Footwear Boutique/ Fashion**

**Responsibilities:** Product presentation management, customer custom orders for in-person and online transactions, modelling brand with personal attire, and customer service.

## EDUCATION & TRAINING

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### **Business Administration: Marketing** (2011-2013)

Mount Royal University

Calgary, Alberta.

### **Architectural Technologies & Building Sciences: Major in Architectural** (2014 - 2016)

Southern Alberta Institute of Technology

Calgary, Alberta.

### **Project Management** (2017)

Southern Alberta Institute of Technology (Distance)

Calgary, Alberta.