

ALEJANDRA SHACK

CUSTOMER SERVICE & MARKETING SPECIALIST

PROFILE

Customer service and marketing professional with call-center experience supporting U.S. customers in Spanish and English, plus a background in digital marketing, content creation, and lead follow-up. Skilled in resolving inquiries, documenting requests, guiding customers across phone and digital channels, and supporting customer communication.

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RELEVANT EXPERIENCE

Graphic Design Intern | Graphic Design Team | Universidad de San Carlos de Guatemala | 2015
Supported the university's graphic design team with visual materials for institutional projects and communications.

Customer Service Representative | Call Center Support | 2019-2021 | Guatemala
• 2019 | Alorica (DirecTV Retention): Handled calls from U.S. customers seeking to cancel their service; listened to their reasons and addressed concerns to help retain their accounts.

• 2020 - 2021 | InTouch (Walmart Customer Service): Helped U.S. customers navigate Walmart's website, create accounts, place orders for specific items, and start returns.

Head of Marketing | José Chiquito Restaurant | 2022 | Los Angeles, California
• Led social media marketing activities focused on attracting customers and supporting the restaurant's customer outreach.

Creative Marketing & Client Support | ARTX Studio & Freelance Client Projects | 2023–Present | Remote | Guatemala, United States and Italy

Selected Client Projects:

- **The Loan Boss & Co. Mortgage Brokers (theloanboss)** — Mortgage brokerage, California, US | Marketing support and customer acquisition.
- **Willy Escobar (@thewillyescobar)** — Mortgage and real estate, California, US | Content creation and social media support.
- **Fernando Barron (@thefernandobarron)** — Home loans, California, US | Content creation and social media support.
- **Diana Muñoz (@dthemortgagegirl)** — Mortgage lending, California, US | Social media content
- **Juan Reyes (@juanreyeshomeloans)** — Home loans, California, US | Content creation and social media support.
- **Alex Zamora (@alexzamora_homeloans)** — Mortgage lending, California, US | Content creation, social media management, graphic design and website support.
- **Jonathan Mata (@matajonathan)** — Mortgage lending, California, US | Content creation and social media support.
- **Yukier Samano (@loans_with_yuki)** — Mortgage lending, California, US | Social media content, account management, graphic design and website support.
- **Luis Molina Real Estate** — Real estate, New York, US| Marketing support.
- **Rapidito Tax Services** — Tax services, California, US | Digital marketing and web content.
- **Superior Tax Program** — Tax services, California, US | Graphic design
- **The Brothers Vape** — Vape retailer, Guatemala | Marketing management and content creation.
- **Dawan Guatemala** — Guatemalan business | Marketing management and content creation.
- **Pippa Jugosito** — Juice and beverage business, Guatemala | Marketing management and social media content.
- **Cementerio Privado Santiago de los Caballeros** — Cemetery services, Guatemala | Marketing management and social media.
- **Vive al Máximo Seminars and Leadership Center** — Seminars and leadership training, California, US | Social media management.
- **Il Plancton Hostel** — Hospitality, Rome, IT | Content creation and graphic design.
- **Luis Cervantes (@luisceee)** — Mortgage lending, California, US | Social media content, account management, graphic design and website support.

CONTACT

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LANGUAGES

- **Spanish – Native**
- **English – B2**

SOFTWARE

- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Canva
- CapCut
- Hostinger
- WordPress
- Elementor
- AI-assisted creative tools
- Mailchimp
- Meta Business Suite
- GoHighLevel
- Notion
- Microsoft Office

Marketing Team Member | Customer Acquisition & CRM | Next Gen Home Loans | 2025 - Present | California
• Support marketing activities that attract and register prospective customers; organize and segment leads and coordinate follow-up through CRM email and SMS workflows.

EDUCATION

Bachelor's Degree in Communications
Universidad San Carlos de Guatemala | 2020

Bachelor's Degree in Marketing
Universidad Da Vinci de Guatemala | In progress

Call Center Customer Service Diploma
AGEXPORT

English Language Diploma
AGEXPORT

TOOLS & DIGITAL SKILLS

- **Web:** Hostinger, WordPress, website and landing page setup
- **CRM & Project Management:** CRM and lead-management platforms, Notion, project tracking
- **Design & Video Editing:** Adobe Photoshop, Adobe Premiere Pro, CapCut, Canva
- **Marketing & Productivity:** Mailchimp, social media platforms, Google Workspace, Microsoft Office
- **AI:** AI-assisted creative tools