



Sebastian Aroca, MIB

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Summary

Search Engine Optimization Strategist, Google Ads Certified - Hispanic Market Advisor focused on helping small and medium businesses and professionals connect with the emerging online Hispanic market and improve organically their online presence and position in the various search engines.

Specialties: Hispanic marketing, search engine marketing, Web site translations.

"Strive for excellence. Shoot for the stars. Go above and beyond. Be consistent. Winning is a state of mind."

Experience



President

Hispanic Market Advisors®

Dec 2005 - Present (17 years +)

- Strategic Consulting, including business plan & sales strategy development; advising new businesses on Web site translation, Video and Search Engine Optimization and other relative Interactive services. Among some clients are: inlingua, Surgeon's Advisor, Consolidated Credit, FitzGerald Law Company, CNET en Español, Hispanic Dental Association, Hispanicize Wire.



Global Customer Programs Specialist

Oracle

Apr 2004 - May 2005 (1 year 2 months)

Web site traffic and content development, comprehensive internal and external database management, budgeting, customer assets web pages consolidation



Sales Manager for Latin American Region

Moll Systems Corporation

Nov 2001 - Mar 2004 (2 years 5 months)

Business relationship, proactive client counsel, quality control management, team building, sales and marketing.

Education



Florida International University

MIB, International Business

2004 - 2006

Concentration in International Marketing



Florida International University

BA, Public Relations

2001 - 2003

- Concentration in International Economics and Latin American Studies

Licenses & Certifications



Associate Member - California Hispanic Chambers of Commerce



Certified Translator - American Translators Association



Minority-Business Enterprise (MBE) - Florida State Minority Supplier Development Council (FSMSDC)

Skills

SEM • Hispanic Marketing • Latin America • Translation • Small Business • Public Relations • Marketing Strategy • Online Marketing • SEO • Spanish