MARKETING & CONTENT SPECIALIST

# Daniel Alzate Bedoya

Williamstown, VIC 0435 159 233 danielcontactau@gmail.com Cover letter ↗

Australian citizen · Available from 15 December 2026, remote before then · Video interviews any time · English (fluent), Spanish (native)

**Work made for Boo Beauty Bar:** a campaign, a carousel, two Reels and a weekly report.

DANIELALZATEBEDOYA.COM/BOOBEAUTYBAR →

## SUMMARY

I write, design and edit video. For this application I made a full set of work for Boo Beauty Bar: **a Black Friday campaign** with an email tested in Klaviyo, a home banner and a pop-up, **an Instagram carousel, two Reels** and **a one-page weekly report**. I also do all the marketing for my own app, SplitQR. Before that, I worked for more than two years in e-commerce warehouses through peak sale seasons, so I know how much pressure a big sale puts on a business. I learn new tools quickly, and I report honestly on what worked and what did not.

## SELECTED WORK

- **Boo Beauty Bar spec concepts**, made for this application. A one-page report on what is working and what is not. A Black Friday email built in HTML, loaded into Klaviyo and test-sent to a real inbox, with working cart links to the Shopify store, plus its home banner and pop-up. A five-slide product carousel. Two Reels. Two AI-generated product images. **danielalzatebedoya.com/boobeautybar**
- **SplitQR.** The brand, the 40-second launch ad and the social content for my own app. **splitqr.app** · Instagram **@splitqrapp**
- **Irene.** A bilingual AI brand character for SplitQR, always disclosed as AI. Instagram **@soyirenecastano**

## SKILLS

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|---|---|
| **Email** | Campaign copy, sequences and follow-ups, audience segmentation, A/B testing, click tracking. Klaviyo: built, loaded and test-sent a campaign email. HTML email. |
| **Content and video** | Short-form video, product graphics, social content. Premiere Pro, DaVinci Resolve, Remotion. |
| **Design** | Canva, Photoshop, Lightroom, Figma, Framer. |
| **Outreach** | Prospect research, personalised first contact, follow-up, partnership conversations. |
| **Reporting** | Engagement dashboards, click-through by audience, and the one-page weekly report in my portfolio. |
| **AI for content** | AI images and video with Higgsfield, Seedance, Seedream, Nano Banana and ElevenLabs. |
| **Other tools** | n8n, Notion, Metricool, Shopify (cart links). |

## EXPERIENCE

### **Founder: marketing, brand and growth** · SplitQR (splitqr.app)

**July 2026 – present**

SplitQR is an iOS app that helps a group split a restaurant bill. On the App Store since October 2026, listed in five languages. I built it and I do all of its marketing.

- Created the brand: identity, positioning, launch messaging.
- Produced the 40-second launch ad and a set of reusable video templates for social content.
- Wrote an email outreach programme to universities, tour operators and student associations: 16 message versions in six languages, each with its follow-ups.
- Set up the sending and click tracking myself, with n8n, Gmail and Google Sheets.
- Used the click data to rewrite the emails. Early result, small sample: one rewritten format reached about 15% human click-through, against 2–4% for the earlier versions.
- Compared audiences over 14 days: 17.6% human click-through for universities, 12.1% for tour operators, 9.8% for student associations.
- Built dashboards for sends, clicks, replies and daily goals.
- Developing Irene, a bilingual AI brand character, always disclosed as AI.

### **Storeperson & Forklift Operator** · TMS Logistics, Truganina VIC

**March 2024 – June 2026**

High-volume e-commerce fulfilment: picking, packing and dispatch.

- Worked in an operation handling more than 800 orders a day.
- Chosen by management to coordinate and train 5–6 new starters during a peak sales period.
- Moved from labour hire to direct employment within five months.

### **Warehouse Assistant** · Telegram Co / Milligram

**October 2023 – March 2024**

E-commerce fulfilment for an Australian lifestyle and stationery brand: picking, packing, order processing and dispatch.

### **Gardening & Cleaning Services**

**Various periods**

- Won more than 15 residential customers by knocking on doors.
- Did the quoting, scheduling, customer communication and the work itself.

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## ADDITIONAL

- Full Australian driver’s licence.
- Police check on request.
- Volunteer Spanish–English interpreter at church services in Williamstown.
- References and written recommendations from previous managers on request.