



CONTACT

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EDUCATION

AUSTIN COMMUNITY COLLEGE

- Business Administration

TEXAS STATE UNIVERSITY

- Bachelor in Digital Marketing

SKILLS

- Budget management
- Conflict resolution
- Customer satisfaction focused
- Exceptional people skills
- Project management
- Team leadership
- Social media strategy
- Branding and graphic design
- Data analysis and optimization
- Influencer marketing
- Digital advertising
- Campaign performance analysis

LANGUAGES

- English (Fluent)
- Spanish (Fluent)
- Japanese (Basics)

BLADIMIR BERCIAN

PROFILE

Results-oriented professional with over 5 years of experience leading teams in fast-paced environments, including construction, retail, and insurance sales. Skilled in budget management, conflict resolution, and fostering team morale. Proven ability to build strong connections with coworkers to enhance productivity and employee well-being.

WORK EXPERIENCE

Quick Rebar, Construction Company (May 2013 - August 2019)

- Started at entry level and advanced through hard work and perseverance
- Managed the construction of over 500 pools, consistently meeting quality standards and project deadlines
- Successfully managed budgets, reducing expenses by \$15,000 in the first year

Polo Ralph Lauren, Premier Outlet Mall (August 2020 - June 2021)

- Provided exceptional customer service, ensuring a seamless shopping experience
- Maintained a picture-perfect store floor and assisted customers with product selection
- Achieved high levels of customer satisfaction through attentive service

Globe Life Insurance (November 2022 - October 2023)

- Sold life insurance policies to clients, meeting sales targets and exceeding customer expectations
- Provided personalized insurance solutions tailored to individual client needs
- Developed strong relationships with clients, earning referrals and repeat business

Healthcare Solutions Team (March 2024 - Present)

- Selling health insurance policies, assisting clients in finding the right coverage for their needs
- Analyzing customer requirements to offer tailored health insurance solutions
- Consistently meeting sales goals and maintaining high levels of customer satisfaction
- Educating clients about available plans and benefits, ensuring they make informed decisions
- Providing ongoing support and follow-up to clients after the sale to ensure continued satisfaction

SOCIAL MEDIA STRATEGY & BRAND EXPERIENCE

- Developed and executed social media strategies by analyzing trends, competitor performance, and user-generated content to increase brand engagement and visibility.
- Designed branded visual assets, including the official Global Career Accelerator logo, ensuring consistency with brand identity.
- Managed influencer outreach by sourcing talent, crafting AI-assisted messaging, and aligning selections with campaign goals.
- Programmed and optimized Meta ad campaigns, including audience targeting, lookalike strategies, placements, and copywriting for interest-based and retargeting ads.
- Tracked and reported on performance metrics (CPM, CPC, CPA) using pivot tables and benchmark analysis to drive campaign optimization.