

Alvaro Gurrea

alvarogurrea7@gmail.com ~ +1 248-325-7648

www.linkedin.com/in/alvarogurrea

MBA marketing concentration graduate and former student-athlete, fluent in Spanish and English, with a passion for digital marketing. A disciplined, team-oriented professional with experience in high-pressure environments, a strong commitment to excellence, and a focus on achieving impactful results. Soccer coaching and playing shaped my approach to teamwork, leadership, and fostering a positive work culture.

EDUCATION

Lawrence Technological University Southfield, MI
Master of Management Business Administration (MBA) Graduation, December 2025
Current GPA: 3.87

Lawrence Technological University Southfield, MI
Bachelor of Science in Business Administration Major in Marketing Graduation, May 2023
GPA: 3.57 (Cum Laude)

PROJECTS

Digital Marketing Campaign Development (MBA) August 2024 – December 2023
Development of a Digital Marketing Campaign for a Spanish Clothing Brand (Scufflers).
Tasks performed: Conducted market research and developed a comprehensive digital marketing strategy targeting U.S. college students (ages 17–25). Planned social media, PPC campaigns, influencer partnerships, and pop-up events near campuses. Managed budget allocation, content creation, and key performance indicators (KPIs) to track campaign success.
Application of skills used: market analysis, strategic planning, and data-driven decision-making.

Project Management (MBA) January 2024 – May 2024
Project: Building a Police Station from the Ground Up
Tasks performed: Defined project scope, developed a timeline, managed resources, and ensured coordination across various teams (construction, design, budgeting). Oversaw risk management, quality control, and stakeholder communication throughout the project.
Application of skills used: Use of Microsoft Project, leadership, task delegation, budgeting, timeline management, risk mitigation, stakeholder communication, and problem-solving.

WORK EXPERIENCE

Graduate Assistant LTU Men's Soccer August 2023 – December 2024

- Assist coaching staff with practice planning and implementation.
- Ensure work efficiency and communication with 7 coaches, 55 players, and other staff.
- Provide support and mentorship to student-athletes.
- Manage equipment inventory and ensure proper maintenance.

- Assist in recruiting efforts, including evaluating potential recruits and organizing campus visits.
- Organize training sessions or workshops on topics like fitness, or mental preparation.

E-Commerce Store

October 2022

- Launched and created from zero a Shopify store and website.
- Contact suppliers and negotiate prices.
- Create social media accounts and the respective ads on each platform.
- Platforms used: TikTok, Instagram, Facebook.
- Compare prices and quality of products.
- Deal with delivery and customer concerns.

Repuestos San Emeterio (Car Parts Company)

Calahorra, Spain

Office Assistant (Marketing and Sales Department), Delivery Man.

May 2022 – August 2022

- Organized and managed invoices and delivery notes.
- Completed the warehouse inventory every week.
- Used excel to adjust missing products.
- Manage social media accounts.
- Visit potential customers.

May 2023 – August 2023

San Agustin Sports Club

Calahorra, Spain

Soccer Coach

September 2017 – May 2019

- Organized and developed training sessions.
- Provided care for 15 children between the ages of 8 and 10 years old.
- Promoted and encouraged motivation, and teamwork in the team.
- Solved behavioral issues through conversations with players and parents.

VOLUNTEER EXPERIENCE

NFL Draft

Detroit, Michigan

Security Staff

April 2024

The Detroit Lions

Ford Field, Detroit

Cashier at Food and Drink Stand

September 2021, September 2022, September 2023

SOFTWARE SKILLS

Excel PowerPoint Microsoft Project SPSS R-Code Canva JASP

ADDITIONAL INFORMATION

- Fifth-year collegiate athlete, soccer
- Bilingual (Spanish and English)
- Google Analytics Certificate November 2024
- Inbound Marketing HubSpot Certificate October 2024
- Social Media Marketing HubSpot Certificate April 2023
- All-Academic Team – NAIA December 2022
- Beta Gamma Sigma Member April 2022
- Advanced Google Analytics Certificate September 2020