

Nicolas Carozza

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Education

Florida International University (Miami, FL) Master of Science in Marketing	2020-2020
California State University Northridge (Northridge, CA) Bachelor of Science in Management	2010-2013

Work Experience

Unbound Candles (Miami, FL) <i>Owner</i>	March 2022 – Present
<ul style="list-style-type: none">● Launch and scale an e-commerce candle brand focused on location-inspired scents and immersive experiences.● Run production processes, manage suppliers, optimize workflows, and ensure quality control.● Develop comprehensive marketing strategies, conduct market research, execute advertising campaigns, and the creation of digital assets & photographs used for the company website and social media outlets.● Handle operations: inventory, finances, vendor relations, customer service, and B2B sales.● Create personalized client experiences (weddings, private label) using QR codes and multimedia.	
Alarm Depot Inc. (Miami, FL) <i>Administrative Assistant</i>	July 2018 – December 2021
<ul style="list-style-type: none">● Collaborated directly with project managers at commercial construction companies and homeowners to coordinate all new security system installations, processing over 10 client estimates weekly.● Facilitated the collection of payments for labor and equipment and followed through with the complete accounting process for each project.● Organized and maintained thousands of data entries including business, billing, and accounting information for each individual client.● Serviced technical help with various alarm system models over the phone and coordinated scheduling with technicians to visit clients.	
Alex Music (Doral, FL) <i>Assistant Manager</i>	January 2013 - July 2018
<ul style="list-style-type: none">● Developed and maintained business relationships with U.S. companies represented by Alex Music in addition to current and prospective clients within the business' targeted area: Argentina, Chile, and Uruguay.● Processed merchandise and prepared for shipments: received, packed, and filled out paperwork such as the pro forma invoice, invoice, and packing list regarding each individual shipment.● Created price lists in compliance with current merchandise and shipping expenses and maintained records of all export activities via Excel for 15 International clients.● Communicated with forwarder to arrange freight services and ensure that all documentation such as invoices and customs declarations were properly formulated.	

Skills, Certifications & Additional Information

- **Languages:** Fluent in English and Spanish
- **Google Certifications:** Google Ads (Display, Search & Video), Google Analytics Individual Qual., Campaign Manager
- **SEM Rush Certifications:** Keyword Research, SEO Fundamentals
- **HubSpot Certifications:** Email Marketing
- **Salesforce Trailblazer Badges:** Digital Advertising with Customer Data, Audience Segmentation, Marketing Cloud Basics
- **Adobe Creative Suite**