

AXEL ESTRADA

(847) 305 6465

axe.estrada@gmail.com

EDUCATION

Bachelor of Arts

DePaul University

Major in Marketing

Minor in Graphic Design

SKILLS

Paid Media

Meta Ads, Google Ads, TikTok Ads, lead generation, full-funnel campaigns

Performance Marketing

CTR optimization, CPA reduction, SEO, A/B testing, conversion rate optimization, audience targeting, retargeting, web optimization

Analytics & Tracking

Google Analytics, Google Tag Manager, Meta Pixel, conversion tracking, KPI reporting, campaign analysis

Social & Content Strategy

Meta, LinkedIn, TikTok, Snapchat, content strategy, organic growth, community engagement

Creative Direction

Adobe Suite, Canva, brand identity, visual storytelling

Tools & CRMs

HubSpot, Eventbrite, Franconnect, Bloomerang, Zoho, MailChimp, Wordpress

Bilingual

English and Spanish

SOCIAL



Axel Estrada



@axe.svg

WORK EXPERIENCE

CO-FOUNDER & CREATIVE DIRECTOR

Creator Collective | April. 2023 - Present

- Built and led a Chicago-based arts organization connecting filmmakers, musicians, visual artists, and creative professionals through community programming and public events.
- Developed and executed communications strategies across social media, newsletters, website content, and promotional campaigns to increase visibility and community engagement.
- Prepared sponsorship pitch decks, grants, and partnership materials used to secure funding and relationships with local businesses and community organizations.

CREATIVE & DIGITAL SENIOR ASSOCIATE

All Points Public Relations | April. 2023 - Present

- Developed integrated marketing campaigns for national franchise brands across paid media, digital marketing, social media, and creative communications.
- Produced marketing assets including advertisements, presentations, digital graphics, social media content, and branded materials.
- Managed multiple projects simultaneously while meeting tight deadlines across numerous client accounts.

MARKETING & COMMUNICATIONS COORDINATOR

Teatro Vista | August 2022 - June 2023

- Designed posters, promotional campaigns, and marketing materials for theatrical productions and community events.
- Supported audience development initiatives through strategic marketing campaigns and promotional content.
- Assisted with crowdfunding campaigns and fundraising communications by creating engaging visual assets.

EVENT COORDINATION & DESIGN

Community Goods | Sept. 2022 - May 2023

- Created branding systems, event marketing materials, presentations, and social media campaigns for community-focused initiatives.
- Designed sponsorship and event decks that effectively communicated organizational goals and partnership opportunities.
- Produced marketing collateral supporting public events, community programming, and organizational outreach.