

LOUIS BARRAGAN

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Key Accomplishments

- Provided executive support for Slow Dough Bread Co. by creating comprehensive reports, developing persuasive presentations, and streamlining communications for the leadership team.
- Authored eight engaging articles for Houston TREND magazine, significantly expanding readership and enhancing the publication's market presence.
- Led a restaurant team while orchestrating a targeted social media campaign that effectively attracted new customers and boosted overall brand engagement.

Professional Experience

Search Engine Optimization Specialist

January 2021 – Present

Electric Sauce

Houston, TX

- Drove relevant traffic and leads for clients by performing keyword research, competitive analysis, and executing content optimization and link building strategies.
- Measured campaign results with tools like Google Analytics, Google Search Console, and BrightEdge.
- Used competitive analysis to write copy, proofread, edit, and provide relevant information and technical content for a variety of industrial businesses.
- Built marketing strategies, within a team, that aligned with clients' marketing efforts and ongoing strategies.

Distribution Supervisor/Administrative Assistant

December 2018 – January 2021

Slow Dough Bread Co.

Houston, TX

- Promoted to Distribution Supervisor after offering to temporarily fill the role and surpassing the expectations of the bakery owners and management.
- Led customer complaint resolution and quality control through complaint logging and addressing concerns with multiple departments, along with customer follow-up.
- Implemented and maintained a new program that reduced product shortages, cut costs on second-run shipping and hotshots, and reduced overtime hours in Packing and Shipping departments.
- Provided customer service through multiple channels of communication including email, text, and phone.
- Audited customer and recipe database for accuracy while supporting data and order entry.
- Assisted Human Resources by onboarding new hires, filing and organizing new hire paperwork, and verifying employment eligibility.
- Created a complaint and resolution log to track grievances, maintain standards, and improve production.

Temp. Columnist/Editor

December 2017 – June 2019

Houston TREND Magazine

Houston, TX

- Managed the food/drink column titled "Around H-Tiine" on a voluntary basis.
- Wrote quarterly articles for print and web-published articles directly to the Houston TREND Magazine website.
- Proofread, edited, and formatted online posts through WordPress.

Education	Specialized Skills	Professional Affiliations
B.S. in Communication, May '19 Lamar University, Beaumont, TX GPA: 4.0	Writing/Editing: Editorial functions; Publishing process; Proofreading; Copy Editing; Drafting; Microsoft Office Suite; Google Suite	Phi Kappa Phi Honor Society '17-'19 Houston Association of Hispanic Media Professionals '17-'19
A.A. in Speech Comm., May '17 Lone Star College, Kingwood, TX GPA: 3.78	Marketing: Copywriting; WordPress; ModX; HTML; CSS; Adobe InDesign; Photoshop; Google Analytics; Social Media; Customer Service; Public Speaking	
Certificate in Culinary, June '15 Le Cordon Bleu Austin	Project Management: Asana; AirTable Languages: Spanish (Fluent); Portuguese (Beginner)	