

J. Ace Coronado

Centennial, CO • 850.384.4696 • ace.m.alcantara@gmail.com • acemarie.com

EDUCATION

University of Denver

Bachelor of Arts in Strategic Communication and Political Science

PROFESSIONAL EXPERIENCE

Communications Coordinator I

April 2025 - Present

Comcast Technology Solutions

- Processed an average of 100+ client ad orders per week in Salesforce, sustaining a 97% accuracy rate and consistently meeting SLA deadlines.
- Streamlined ad delivery workflows by ensuring campaigns aligned with technical requirements, reducing order discrepancies by 67%.
- Strengthened client relationships by working with 20+ clients weekly to resolve order discrepancies, improve satisfaction, and decrease invoice disputes by 10 on average.
- Collaborated with production, support, and cross-functional teams to resolve order issues, accelerating case resolution and reducing turnaround times.

Freelance Digital Communications & Content Strategist

January 2024 – April 2025

- Developed and optimized Instagram content strategies for personal brands, improving profile structure, visual consistency, and engagement approach, increasing Instagram engagement by ~20% over a 3 month period.
- Planned and produced 15+ TikTok Shop content concepts for product promotion including content planning, product positioning, and short-form video concepts to increase visibility and conversions.
- Produced and delivered multiple signage and visual assets used in a physical clinic environment using Canva and Adobe Creative Suite for social, promotional, and informational use.
- Built and updated WordPress websites, customizing layouts, navigation, and on-page content using basic HTML and CSS to increase user experience and visual consistency.

Digital Communications Intern

June 2023 - August 2024

Metro Caring

- Developed and implemented digital communication strategies to increase overall brand awareness and impressions across social media channels by 76%, including Facebook, Twitter, Instagram, and LinkedIn.
- Orchestrated and managed a successful annual fundraising social media campaign, resulting in the sale of over 200 tickets and meeting the event's attendance goal.
- Utilized Canva and Adobe Illustrator to create digital assets, including banners, info graphics, email signatures, and social media graphics.
- Managed monthly email campaigns in MailerLite, overseeing the creation of newsletters and promotional materials, while achieving an average open rate of 35% and a click rate of 2.5%.

Content Creation Coordinator

June 2023 – October 2023

Smedley Events

- Oversaw the end-to-end video production process, from conceptualization to post-production, managing project timelines, coordinating with teams, and delivering high-quality video assets.
- Developed and maintained a library of video assets, ensuring easy access and repurposing of video content across various marketing channels.
- Implemented creative techniques, such as motion graphics and visual effects, to enhance video content and elevate the brand's visual identity.

SKILLS

Technical: Adobe Photoshop, Illustrator, Premiere Pro, After Effects, Davinci Resolve, Buffer, MailerLite, Canva

Computer: Microsoft Office, HTML, CSS, JavaScript, jQuery, Wordpress, Figma, Adobe Dreamweaver, Blender, Salesforce

Soft Skills: Project Management, Collaboration, Time Management, Problem Solving, Conflict Resolution