

# Alexander Pyslarash

📞 +1 (949) 390-0534 ✉ alex.pyslarash@gmail.com 📍 3500 Coral Way, Apt 1002, Miami, FL 33145

**in** <https://www.linkedin.com/in/pyslarash/> 🖱 <https://pyslarash.com/>

## About

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An entrepreneur with 5+ years of experience in starting and organizing businesses and generating revenue through sales and/or operation. A marketing and advertising specialist focused on Facebook Ads, Google Ads, SEO, and influencer marketing with primary channels like Instagram and TikTok.

## Professional Experience

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Mar 2021 – present Portland, OR	<b>Not Your Average Logistics, Owner-Operator</b> Started a logistics company. Demonstrated outstanding service to dispatchers and brokers. Analyzed the load board data to increase the revenue by 20% while decreasing the wait time. Budgeted the company's revenue and expenses.
Mar 2020 – present Miami, FL	<b>Lemouniq, Co-Founder</b> Developed an e-commerce store based on WordPress and WooCommerce. Designed and published over 100 products and wrote 300+ word descriptions for them. Planned, organized, and launched Facebook Ads to increase traffic reaching a CTR of 8%. Developed a data-driven system to find influencers who align with the brand; created Excel spreadsheets with this data for easy search. Produced social media content using Photoshop and Canva. Introduced a successful long-tailed keyword strategy to drive thousands of organic visitors to an Etsy shop.
Aug 2018 – Aug 2019 Portland, OR	<b>Elegrant, Co-Founder</b> Created and designed a WooCommerce store based on a dropshipping model. Developed a Facebook advertising strategy in order to grow awareness, traffic, and sales. Managed social media accounts on Facebook and Instagram. Implemented on-site and off-site SEO strategies to increase the website's organic sales by 200%.

## Education

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2011 – 2014 Long Beach, CA	<b>California State University, Long Beach, Business Management, BS</b>
2009 – 2011 Mission Viejo, CA	<b>Saddleback College, Business Administration, AA</b>

## Certificates

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- Google Data Analytics Professional Certificate