

Digital Marketing Consultant | Brand Strategy & Social Media

- Data-driven marketing professional with experience driving online brand presence and connecting community through storytelling
- Increased Instagram followers to 3.8K for local small business through targeted content and ads
- Fluent in Spanish and French, winner of multiple awards for outstanding performance

Qualifications

Brand Strategy | Social Media Strategy | Content Creation & Graphic Design | Email Marketing | Market Research & Data Analytics/Reporting | Website Development | Project Management & Organization

TOOLS: Adobe Creative Suite, Hootsuite/Sprout Social, Canva, CapCut Mailchimp, HubSpot, Salesforce, Google Analytics, Wordpress, Asana/Trello

Work Experience

Marketing Coordinator | KPFF Consulting Engineers June - October 2024

- Crafted 30+ proposals with InDesign, tailored to client needs and showcasing project expertise
- Generated 10% more qualified leads through targeted research and lead nurturing activities
- Increased Instagram engagement by 200% and reach by 411% in 3 months
- Cultivated and maintained relationships with key clients, enhancing the organization's visibility and outreach

Communications & Marketing Specialist | NUSA SF February - October 2024

- Increased Instagram engagement by 2.8K% and reach by 300% in 6 months
- Achieved 20% increase in website traffic and 10% increase in unique visitors through website rebranding campaign
- Created & maintained Mailchimp email marketing campaigns with an average of 55% open rate and 8% CTR

Social Media Manager & Project Manager | WeVote February - October 2024

- Drove a 25% increase in audience engagement through execution of social media marketing strategies across various digital channels (Instagram, TikTok, Twitter, Facebook)
- Achieved 50% increase in weekly marketing collateral through innovative project management methodologies
- Conducted thorough analysis of social media metrics, informing future content and marketing goals
- Worked collaboratively with internal teams to ensure the accuracy and effectiveness of digital communications

Education

Professional Certificate in Digital Marketing | UC Berkeley Extension

Bachelor of Arts in Linguistics | UC Berkeley