

Experienced Digital Marketing Manager with over 7 years of experience. Proven track record of developing and implementing successful marketing strategies, managing budgets, and driving revenue growth. My expertise in UI/UX design, web design, art direction, SEO strategy, and data analysis has enabled me to create engaging marketing campaigns that resonate with target audiences and drive sales.

## Experience

### ● Digital Marketing Manager

G|CLUBS | October 2021 - February 2024

- + Reinforced the brand by redesigning the company website and corporate identity using UI/UX design, SEM, and SEO strategies that drove the company's annual revenue by 30%.
- + Optimized on-page content, resulting in a 30% increase in organic traffic and a 20% in search engine rankings within six months.
- + Improved customer service experience by implementing a new sales methodology, a CRM, and a loyalty program.
- + Managed marketing budgets, allocating funds across various campaigns and channels.
- + Oversaw a team of marketing professionals and developers in executing successful luxury experience campaigns and ensuring a consistent visual identity across all channels.
- + Developed international relationships with external partners and vendors.

### ● Content Creator

Sajo//McCann | July 2019 - October 2021

- + Art directed and developed the production of print and digital campaigns, ensuring a consistent visual identity across all channels.
- + Developed and executed social media strategies that increased brand awareness and drove revenue growth.
- + Conducted market research and competitive analysis to identify SEO opportunities, market trends, and growth opportunities.
- + Led a team of creative professionals to ensure the development of engaging content and drive higher user engagement.
- + Generated monthly web traffic, social media metrics, and SEO reports, highlighting key performance metrics and recommendations.

Clients: Mercedes-Benz Puerto Rico, Liberty Business, Ballester Hermanos Inc, Acuvue, Dentyne Ice, Trident, among others.

### ● Creative Specialist

North Coast Marketing | May 2018 - June 2019

- + Collaborated with cross-functional teams to design and develop websites, email newsletters, mockups, wireframes, product packaging, and promotional materials, including B2C and B2B to enhance the customer experience.
- + Implemented on-site and off-site SEO strategies for B2B technology clients, leading to a 15% growth in organic search traffic.
- + Conducted regular website audits to identify and fix technical SEO issues, resulting in a 25% reduction in page load times and improved website performance.
- + Implemented data-driven marketing campaigns and analyzed results to optimize marketing spend and improve ROI.

### ● Content Creator

Eclair Studio | February 2017 - November 2018

- + Successfully managed and executed content strategies achieving a 25% average increase in organic search traffic within the first three months of engagement.
- + Developed the editorial calendar, ensuring a consistent flow of high-quality, SEO-optimized content across the company website and social media channels.
- + Managed a content budget, allocating resources and demonstrating a 10% cost reduction through improved workflow management.

Clients: Florsheim Puerto Rico, La Favorita, Bakers Puerto Rico, and Naturalizer.

### ● Social Media Manager

Grupo Novus Inc | August 2015 - February 2017

- + Developed and executed social media strategies across multiple platforms, resulting increase in website traffic and conversions.
- + Stayed updated with industry trends and algorithm changes to adapt content strategies accordingly and maintain a competitive edge.
- + Analyzed social media metrics to inform decision-making and adjust strategies as needed, resulting increase in engagement.
- + Communicated with followers, replied to queries, and monitored customer reviews.

## Freelance Experience

### ● Creative Designer

January 2016 - Present

- + Pitches visually innovative approaches, focusing on the luxury online experience and demonstrating an understanding of the different platforms and audiences.
- + Recommends digital best practices and continuous improvement of content packages and sets publishing expectations, meeting KPIs, providing audiences with the content they want and need.
- + Maintains communication with clients to manage expectations and ensure satisfaction on media production, research, and retouching.
- + Produces and builds visual assets for print, email, digital and social platforms.

Clients: Dorado Ritz-Carlton Reserve, Power Solar, Sistema de Salud Menonita, Departamento de Salud de Puerto Rico, Columbia Central University, Velox 24, Mobil, Puma, among others.

## Education

Universidad del Sagrado Corazon

BA in Web Technologies

## Skills

+ UI/UX design

+ Wireframing and prototyping

+ Adobe Creative Cloud

+ Figma

+ HTML and CSS knowledge

+ Motion graphics

+ Email marketing

+ Project planning

+ Brand development

+ Budget management

+ Market research and analysis

+ Search Engine Optimization (SEO)

## Certifications

Google UX Design Professional

Certificate

Google Digital Marketing & E-commerce Professional

Certificate