

# Milagro de Fatima Carranza

milagro.fcl@gmail.com ■ (802)430-3098 ■ 42 Severance Green Unit 306, Colchester VT 05446

## Related Work Experience

iMarket  
Solutions  
07/17 to  
Present  
Colchester, VT

### Search Engine Marketing Specialist

- Managed over \$2M in client spend.
- Proposed new strategies, oversaw implementation and provided in-depth analysis/reporting.
- Presented during intra and interdepartmental meetings on topics ranging from platform changes and new advertising features, to landing page optimization, best practices and new strategies.
- Created and optimized search, display and remarketing campaigns that resulted in a 103% increase in CTR, 130% increase in conversion rate and 77% decrease in CPL.

ITS & TSP  
Departments,  
University of  
Vermont  
01/17 to 07/18  
Burlington, VT

### Marketing and Communications Coordinator

- Implemented marketing strategies through a variety of channels such as social media, emails, paid search, blog posts, webinars, and content creation.
- Analyzed the success of marketing and advertising campaigns. Prepared marketing reports by collecting, analyzing and summarizing sales and website data.
- Researched competitive products by identifying and evaluating product characteristics, market share, pricing, and advertising strategies.
- Produced additional marketing communications materials, such as flyers, brochures and exhibition-related projects.

New Breed  
Marketing  
08/16 to 01/17  
Winooski, VT

### Inbound Marketing Intern

- Provided recommendations based on marketing analytics and inbound assessment to address key business and marketing challenges.
- Developed inbound performance reports to analyze and monitor inbound strategy effectiveness.
- Managed and built various email lists and campaigns, including the design of templates, calls-to-action, and content used in your email sends
- Found new approaches to lead nurturing, including but not limited to channels like email, social media, blogging, and events
- Developed campaigns that resulted in a 72% increase in CTR, and 69% increase in conversion rates.

Enterprise for  
a Sustainable  
World &  
PepsiCo Latin  
America  
12/14 to 01/16  
Burlington, VT  
and  
Guatemala

### New Business Development Consultant

- Developed sustainable and scalable business model options for client desiring to release new nutritious products in the Latin American market (Guatemala).
- Worked within local communities to build trust and seek to better understand potential customer needs and desires Engaged in a deep dialogue with the local population through community leaders to co-create a sustainable business model.
- Coordinated with local and international firms seeking product and ecosystem partnerships.

## Education

### University of Vermont School of Business Administration

08/14 to 08/15 - Burlington, VT

- Sustainable Entrepreneurship MBA (SEMBA)

### University of Vermont College of Arts and Sciences

08/11 to 08/13 - Burlington, VT

- Bachelor of Arts in Economics
- Minor in Business Administration
- Minor in Spanish

### Pontificia Universidad Catolica School of Architecture

03/03 to 12/08 - Lima, Peru

- Studies in Architecture and Urbanism

## Volunteer Experience

### Sharing the Dream & Años Dorados

05/15 to 09/15 - Panajachel, Guatemala

- Organization of fundraising events such as traditional music festivals
- Organization of entertainment events for the elders

## Certifications:

**HubSpot:** Inbound, Inbound Sales, Email Marketing, Marketing Software, Design, Sales Software, Contextual Marketing, Growth-Driven Design,

**Google:** Google Ads Search, Ads Video and Ads Mobile. Google Analytics.

## Skills:

Research  
Data Analysis  
Marketing Strategy  
Strategic Planning  
Search Engine Marketing (SEM)  
Social Media Marketing – Hootsuite  
Email Marketing - Mailchimp  
Microsoft Office  
Google Drive  
Bing  
Fluent in Spanish (Native Speaker).