

**Claudia**  
**Senior Marketing Strategist - Non-Profit & B2B Growth**  
Colombia

---

Marketing expert with over 10 years of experience in strategy and execution across non-profit and B2B sectors. Proven skills in brand development, digital outreach, and market expansion, achieving a 30%

## SKILLS

---

**Skills:** Offline & Online Marketing Strategies • Growth Strategies • SEO/SEM • Analytics • Lead Generation • Brand Development • Communication Strategies • Project Management • Market Expansion • Digital Transformation • Content Marketing • Customer Engagement • Google Ads Certified • Facebook Ads (Meta Blueprint) Certified • SEO Fundamentals Certified

**Languages:** Spanish (Native); English (Fluent)

## PROFESSIONAL EXPERIENCE

---

**Northwest Center** — USA

Feb 2024 – Present

*Director of Marketing – Independent Contractor*

- Developed comprehensive marketing campaigns designed to drive significant audience engagement and action, leading to an increase in leads and sales opportunities for the organization's seven business units, resulting in a 25% increase in engagement and a 15% increase in sales opportunities.
- Created and implemented marketing strategies for diverse product lines and services, successfully identifying and penetrating new market segments, leading to a 20% market share growth.
- Supervised digital properties maintenance, and managed high-impact paid ad campaigns across platforms such as Facebook, Instagram, Google, and LinkedIn, achieving a 30% increase in ad performance.
- Administered a marketing budget of \$1.5M USD, ensuring efficient resource allocation and maximizing cross-channel promotional effectiveness.
- Designed influential digital and offline marketing plans tailored to the specific needs of a startup foundation, driving brand recognition and stakeholder engagement.
- Crafted email marketing initiatives and directed social media paid campaigns to bolster fundraising efforts, resulting in increased donation rates.
- Led a cross-functional team including content developers, web designers, and graphic designers to produce cohesive marketing deliverables aligned with organizational goals.

**Darash Ahava Foundation** — USA

Jan 2023 – Jan 2024

*Director of Marketing – Independent Contractor*

- Directed the development and execution of integrated marketing strategies that enhanced brand awareness and doubled stakeholder engagement.
- Collaborated with leadership to align communication strategies with the foundation's mission, fostering community relationships and increasing volunteer participation.
- Evaluated and improved the effectiveness of online and offline promotional campaigns, leading to a 30% increase in community reach.
- Managed comprehensive digital strategy implementations, including the optimization of SEO practices and the refinement of content distribution approaches.
- Advanced the foundation's external communications through strategic use of social media platforms, successfully engaging a broader audience base.

**IPF** — Colombia

2019 – 2021

*Marketing Director*

- Established the entire marketing department, pioneering digital transformation projects that dramatically increased the brand's online visibility.
- Implemented diverse lead generation strategies, resulting in the onboarding of over 1,000 qualified leads and the launch of an E-commerce channel. 1,000+ qualified leads
- Executed strategic SEO initiatives and spearheaded content marketing campaigns that fortified the brand's presence across digital landscapes.
- Directed impactful brand strategies and oversaw paid media campaigns across Facebook, Instagram, Google, and LinkedIn platforms.

**West Química** — Colombia

2018 - 2019

*Marketing Director*

- Led the company's marketing, communications, customer service, and advertising departments, integrating online and offline strategies to maximize market impact.
- Orchestrated targeted paid campaigns that significantly boosted market presence and elevated brand awareness.
- Managed and optimized a comprehensive marketing budget to ensure cost-effective campaign execution and sustained growth.

## EDUCATION

---

**Eafit University** — Colombia

MA in Marketing Management, 2020

**Pontificia Bolivariana University** — Colombia

B.A. in Industrial Design, 2015

## ADDITIONAL EXPERIENCE

---

- Leadership Management Course, Incolda, Cesa University, Colombia - 2008. Certified in January 2022 in Google Ads, Meta Ads, and SEO strategies.

Presented by  **near**