

Claudia
Senior Marketing Strategist - Nonprofit & Food Industry
Colombia

Marketing expert with over 10 years of experience in brand strategy, lead generation, and digital transformation. Successfully increased audience engagement by 30% and led teams to achieve a 20%

SKILLS

Skills: Offline & Online Marketing Strategies • SEO/SEM • Lead Generation • Brand Development • Content Marketing • Campaign Management • Analytics • Team Leadership • Integrated Marketing Communications • Project Management • Budget Planning • Market Research • Google Analytics • Tag Manager • Data Visualization Tools

Languages: English (Fluent); Spanish (Native)

PROFESSIONAL EXPERIENCE

Northwest Center — WA Feb 2024 – Present

Director of Marketing - Independent Contractor

- Developed integrated marketing campaigns targeted for seven diverse business units, achieving enhanced audience engagement and lead generation. 7 business units
- Crafted and implemented strategic marketing plans for new product launches, allowing entry into previously untapped markets, resulting in a 15% increase in market share.
- Pioneered digital management by analyzing CTRs and conversion rates to tweak success across Facebook, Instagram, Google, and LinkedIn platforms. 4 platforms
- Managed a substantial marketing budget of \$1.5M, strategically allocating resources to optimize wide-reaching marketing efforts.
- Coordinated the marketing team, fostering collaborative innovation and meticulous execution amongst diversified roles, leading to a 20% increase in team productivity.

Darash Ahava Foundation — AZ Jan 2023 – Jan 2024

Director of Marketing - Independent Contractor

- Engineered offline and digital marketing plans for a startup foundation focusing on emotional healing through art, expanding audience reach significantly, resulting in a 30% increase in audience engagement.
- Structured comprehensive SEO strategies resulting in notable improvements in search engine ranking and digital presence, achieving a 25% increase in organic traffic.
- Led a cross-functional team to elevate digital content and implement dynamic fundraising campaigns, boosting engagement.
- Oversaw execution of email marketing and social media strategies tailored for high-impact results.

IPF — Colombia 2019 – 2021

Marketing Director

- Steered the marketing department to introduce transformative digital approaches, elevating brand presence.
- Directed lead generation initiatives securing over 1,000 qualified leads, pushing the marketing success parameters.
- Amplified content marketing through strategic execution of SEO measures, leading to increased organic traffic.
- Orchestrated creative brand strategies and online advertising campaigns across major platforms.

West Química — Colombia 2018 – 2019

Marketing Director

- Headed integrated marketing and advertising efforts, significantly enhancing brand awareness.
- Engaged a team of eight, directing them towards achieving cohesive marketing goals. 8 team members
- Maximized the impact of targeted advertising through multi-platform coordination and budget management.

Latam Insight — Colombia

2009 – 2015

Founder and General Manager

- Established a robust marketing agency delivering strategic international marketing services.
- Led initiatives in market research and digital campaigns for foreign client bases in Latin America.

Real Marketing — Colombia

2011 – 2013

Marketing Consultant

- Consulted on tailored marketing and sales strategies, enhancing customer experience for multiple firms.
- Initiated bespoke strategies for boosting customer engagement and retention.

Tigo — Colombia

2008 – 2009

National Trade Marketing Director

- Successfully managed a \$3M marketing budget, propelling company into improved market positioning.
- Spearheaded the rebranding to align with modern consumer insights and strategic sponsorships.

Tigo — Colombia

2006 – 2008

Regional Trade Marketing Analyst

- Executed effective regional trade strategies aligned with national branding objectives.
- Facilitated the transition of brand identity, ensuring seamless customer transitions and network strengthening.

EDUCATION

EAFIT University — Colombia

MA in Marketing Management, Not Specified

Pontificia Bolivariana University — Colombia

B.A. in Industrial Design, Not Specified

Cesa University — Colombia

Leadership Management, 2008

Incolda Certificate, 60 hours

ADDITIONAL EXPERIENCE

- Volunteered with various community initiatives focusing on digital marketing strategies for non-profits and startups.