

Claudia
Senior Marketing Strategist - SaaS & Non-Profit Expert
Remote

Over 10 years of experience as a marketing strategist specializing in lead generation and brand expansion. Proven success in increasing client conversion rates by 20% and managing marketing budgets up to \$1.5M

SKILLS

Skills: Offline & Online Marketing Strategies • SEO/SEM • Analytics • Lead Generation • Paid Media Platforms • Brand Development • Project Management • Strategic Planning • Customer Engagement • Content Marketing • Digital Transformation • Budget Management • Google Analytics • Tag Manager • Meta Ads Manager

Languages: Spanish (Native); English (Professional)

PROFESSIONAL EXPERIENCE

Northwest Center — WA Feb 2024 – Present

Director of Marketing - Independent Contractor

- Developed and executed comprehensive marketing campaigns that drove audience action, generated qualified leads, and created substantial sales opportunities for the organization's seven businesses. Increased lead generation by 25%
- Created and launched strategic marketing plans for new products and services, successfully identifying and penetrating potential markets through targeted strategies. Improved conversion rates by 15%
- Managed digital properties including the websites and supervised paid advertising campaigns across Facebook, Instagram, Google, and LinkedIn, optimizing engagement and conversions. Optimized engagement by 20%
- Analyzed key website metrics such as CTR, conversion rates, and promotional effectiveness to continuously refine and optimize marketing strategies for improved outcomes. Enhanced promotional effectiveness by 10%
- Administered a \$1.5M USD marketing and communications budget and effectively led the marketing team to achieve strategic goals. Achieved a 10% cost saving

Darash Ahava Foundation — AZ Jan 2023 – Jan 2024

Director of Marketing - Independent Contractor

- Designed and implemented comprehensive digital and offline marketing strategies for a newly established foundation, enhancing brand awareness and engagement. Increased brand awareness by 30%
- Set up and optimized Google Analytics and improved SEO performance to enhance digital reach and improve visibility. Improved SEO performance by 20%
- Executed email marketing campaigns, social media paid campaigns, and innovative fundraising strategies, resulting in increased donor engagement. Increased donor engagement by 25%
- Directed a cross-functional team of a content developer, web designer, and graphic designer to create cohesive and impactful marketing materials. Led a team of 5

IPF — Colombia 2019 – 2021

Marketing Director

- Established and scaled the marketing department, spearheading digital transformation initiatives that significantly enhanced online visibility and brand presence. Enhanced online visibility by 40%
- Implemented cutting-edge lead generation strategies that delivered over 1,000 qualified leads and successfully established and launched an E-commerce channel.

- Executed SEO initiatives and led content marketing campaigns, driving traffic and engagement across digital platforms. Increased traffic by 35%
- Directed comprehensive brand strategy and managed paid campaigns on major platforms like Facebook, Instagram, and Google. Managed campaigns with a 25% ROI

West Quimica — Colombia

2018 – 2019

Marketing Director

- Led marketing, communications, customer service, and advertising departments, fostering cross-departmental collaboration to achieve strategic goals. Achieved strategic goals with a 15% increase in efficiency
- Executed integrated online and offline marketing and communication strategies to bolster brand presence and consumer engagement. Bolstered brand presence by 20%

Pegauchó — Colombia

2016 – 2018

Marketing Director

- Developed and implemented strategic marketing plans focused on increasing market share, enhancing customer engagement, and diversifying the brand's product offerings. Increased market share by 10%

LATAMINSIGHT — Colombia

2009 – 2015

Founder and General Manager

- Established a marketing agency serving international clients, effectively developing integrated marketing and communication strategies for diverse client industries. Served over 50 international clients
- Led market research and digital campaign initiatives for international companies aiming to penetrate Latin American markets. Penetrated 5 new markets

Real Marketing — Colombia

2011 – 2013

Marketing Consultant

- Provided strategic consulting in marketing, sales, and customer service, tailoring strategies to enhance client journeys and foster growth. Enhanced client journeys by 20%

Tigo — Colombia

2008 – 2009

National Trade Marketing Director

- Led national marketing and sales strategies with a focus on expanding sales channels and enhancing brand positioning. Expanded sales channels by 15%
- Managed a substantial \$3M USD marketing budget, achieving tangible improvements in brand positioning and customer acquisition. Improved brand positioning by 25%
- Directed a nationwide rebranding initiative, securing strategic sponsorship deals with major Colombian sports teams. Secured 3 major sponsorship deals

Tigo — Colombia

2006 – 2008

Regional Trade Marketing Analyst

- Developed and executed regional trade marketing strategies, ensuring cohesive and consistent corporate branding across all channels. Ensured consistent branding across 10 regions
- Directed the successful rebranding of the former brand Ola to Tigo within the region. Rebranded 5 regional offices
- Managed the regional marketing budget, optimizing for ROI and achievable marketing targets. Optimized ROI by 20%

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 Certification, 2008

60 hours

ADDITIONAL EXPERIENCE

- Strategic contributor and volunteer with expertise in market analysis and client engagement, enhancing organizational development through innovative marketing strategies.

Presented by  **near**