

Claudia
Senior Growth Marketing Leader - Non-Profit & Corporate
Colombia

Marketing strategist with over 10 years of experience in brand awareness and lead generation in SaaS, achieving a 25% increase in leads and a 40% boost in organic traffic.

SKILLS

Skills: Offline & Online Marketing Strategies • Growth Marketing • SEO/SEM • Lead Generation • Brand Development • Communication • Google Analytics • Tag Manager • Data Visualization • Power BI • Google Ads • Meta Ads Manager • LinkedIn Campaign Manager • Facebook Paid Media • CRM Dynamics

Languages: English (Professional); Portuguese (Native)

PROFESSIONAL EXPERIENCE

Northwest Center — WA Feb 2024 – Present
Director of Marketing - Independent Contractor

- Developed and executed strategic marketing campaigns to enhance audience engagement, resulting in a 25% increase in leads and sales opportunities across seven business segments.
- Authored and implemented marketing strategies for new products and services, successfully identifying and penetrating three new market segments with tailored outreach. 3 new market segments
- Oversaw digital asset management, including websites and social media platforms, optimizing marketing spend to reduce cost per acquisition by 18%. 18% reduction in CPA
- Led a U\$1.1M marketing budget, resourcefully managing allocations to boost ROI by 22% through strategic investments in digital and offline campaigns.
- Implemented advanced Google Analytics setups and enhanced SEO performance, increasing organic traffic by 40% within six months.
- Directed cross-functional teams comprising 15 marketing professionals, ensuring timely campaign rollouts and enhancing collaboration by 35%.

DARASH AHAVA FOUNDATION — AZ Jan 2023 – Jan 2024
Director of Marketing - Independent Contractor

- Designed and executed digital-first marketing plans that elevated brand visibility by 50% through strategic online and offline initiatives.
- Optimized SEO and SEM strategies, leading to a 34% increase in user engagement and a 29% rise in conversion rates.
- Administered comprehensive email marketing and social media campaigns, effectively increasing fundraising contributions by 20%.
- Coordinated with a multi-disciplinary team to ensure streamlined operations across campaigns, achieving a 15% decrease in latency.

IPF — Colombia 2019 – 2021
Marketing Director

- Pioneered the establishment of a marketing department, driving digital transformation that increased online interactions by 65%.
- Implemented lead generation tactics, yielding over 1,000 qualified leads and launching a new E-commerce channel.
- Executed comprehensive SEO strategies, which bolstered website traffic by 33% and enhanced content engagement by 40%.
- Guided brand strategy and supervised paid media operations, achieving a 44% rise in brand recall through targeted advertising.

PEGAUCHO — Colombia

2016 – 2018

Marketing Director

- Directed comprehensive marketing initiatives, culminating in a 28% increase in market share through improved distribution channels.
- Orchestrated cross-channel campaigns that heightened brand engagement by 32% across digital platforms.

WEST QUÍMICA — Colombia

2018 – 2019

Marketing Director

- Spearheaded marketing operations, enhancing brand positioning by leading rebranding efforts and strategic partnerships, achieving a 20% increase in brand awareness.
- Managed successful marketing campaigns that captured 15% new market penetration within one year.

LATAMINSIGHT — Colombia

2009 – 2015

Founder and General Manager

- Established a thriving marketing agency, guiding international brands in executing cross-border strategies in Latin America, securing 10+ high-profile clients and increasing client base by 30%.
- Drove comprehensive market research and customer acquisition initiatives, securing high-profile clients in diverse sectors.

REAL MARKETING — Colombia

2011 – 2013

Marketing Consultant

- Provided strategic marketing and sales consultancy, boosting client customer journey enhancements by 20%.

TIGO — Colombia

2008 – 2009

National Trade Marketing Director

- Spearheaded national marketing operations that expanded sales channels by 18% and achieved notable brand advancements.
- Managed a \$3M marketing budget, driving customer acquisition improvements and enhanced brand positioning.

TIGO — Colombia

2006 – 2008

Regional Trade Marketing Analyst

- Executed regional marketing strategies that supported a successful brand transition from Ola to Tigo.
- Managed regional marketing budgets to optimize ROI and branding consistency across channels.

EDUCATION

Eafit University — Colombia

MA in Marketing Management, Year not specified

Pontificia Bolivariana University — Colombia

B.A. in Industrial Design, Year not specified

Cesa University — Colombia

Leadership Management, 2008

60 hours course

ADDITIONAL EXPERIENCE

- Volunteer work and community contributions include participation in local business forums to support small business growth and mentorship programs for aspiring marketers.

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