

Claudia

Strategic Marketing Leader - SaaS & Non-Profit Specialization

AZ

Dynamic marketing strategist with over 15 years of experience in online/offline strategies. Proven success in SaaS and non-profit sectors, including leading campaigns that increased brand engagement by 40% and

SKILLS

Skills: Marketing Strategy • SEO/SEM • Lead Generation • Brand Development • Social Media Engagement • Campaign Management • Project Management • Customer Acquisition • Data Analytics • Budget Management • Strategic Partnerships • Content Marketing • Google Analytics • Tag Manager • Meta Ads Manager

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Northwest Center — WA

Feb 2024 – Present

Director of Marketing - Independent Contractor

- Developed and executed comprehensive marketing campaigns that generated significant leads and sales opportunities across seven business units, enhancing organizational growth by 30%.
- Created and implemented innovative marketing strategies for new product launches, identifying and penetrating potential markets effectively, resulting in a 20% increase in market share.
- Managed digital platforms, including websites and executed paid campaigns on major platforms such as Facebook, Instagram, Google, and LinkedIn, achieving a 15% increase in conversion rates.
- Conducted in-depth analysis of website metrics, including CTR and conversion rates, to refine strategic approaches and improve performance by 25%.
- Administered a substantial \$1.5M marketing and communications budget, optimizing allocation for maximum ROI and overseeing a high-performing marketing team, achieving a 20% increase in ROI. \$1.5M budget

Darash Ahava Foundation — AZ

Jan 2023 – Jan 2024

Director of Marketing - Independent Contractor

- Designed digital and offline marketing strategies that successfully increased brand recognition and engagement for the foundation by 35%. 35% increase in brand engagement
- Enhanced SEO through strategic updates and implemented Google Analytics for performance monitoring, improving site visibility by 40%.
- Spearheaded innovative email and social media campaigns that bolstered fundraising efforts and donor engagement by 25%.
- Directed a cross-functional team including content and web designers, aligning their efforts with strategic objectives, resulting in a 30% increase in project efficiency.

IPF — Colombia

2019 – 2021

Marketing Director

- Established a robust marketing department, executing digital transformation initiatives to enhance IPF's online presence, resulting in a 50% increase in online engagement.
- Implemented lead generation strategies yielding 1,000+ qualified leads and successfully launched their E-commerce channel, contributing to a 40% increase in sales.
- Conducted comprehensive SEO audits and spearheaded content marketing campaigns, resulting in improved search rankings by 30%.

EDUCATION

EAFIT University — Colombia

MA in Marketing Management, N/A

Pontificia Bolivariana University — Colombia

B.A. in Industrial Design, N/A

Incolda, Cesa University — Colombia

Leadership Management, 2008

60 hours

ADDITIONAL EXPERIENCE

- Dedicated volunteer supporting non-profit organizations through strategic marketing initiatives, enhancing their reach and impact.

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