

BELINDA MORALES

GA, Adwords, & Hubspot Certified Marketing Manager

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EXPERIENCE

Senior Digital Marketing Manager

- Streich** 2015 - Ongoing Melbourne, Australia
- Formed and led an SEO and link-building team to grow organic website traffic from 0 to 30K in 6 months
 - Created a new partnership program with local advertising agencies to improve ROI on advertising for all company's clients by 82% on average
 - Led data-driven outreach campaign to scale up the number of features in top-level media, resulting in over 200 local and national media mentions and publications in Forbes and Entrepreneur

Marketing Manager

- Bernier** 2013 - 2015 Melbourne, Australia
- Bernier consists of a decision support system for qualified health professionals to quickly and efficiently perform the pre-operative planning of any orthopaedic procedure in 3 dimensions, using 2D image data from the patient.
- Reformed CMS to boost content production by 45% while reducing employee turnover from 25% to 0% in the first year
 - Defined strategy for communication that grew engagement by 20%
 - Reached 25% Comparable growth on the defined led downright market

Digital Marketing Strategist

- Harvey** 2010 - 2013 Melbourne, Australia
- Harvey is a cloud-based HR software business.
- Restructured a 20-people marketing department to reduce annual turnover by 60% and apply Agile methodology to increase speed to market for all pilot projects by 30%
 - Formed a BA and data science division within a marketing department that resulted in 75% increase in ROI for advertising budgets, 35% increase in customer satisfaction, and 20% in NPS

Marketing Specialist

- Boyle Ltd.** 2009 - 2010 Melbourne, Australia
- Designed 2 yearly catalogs for the foreign markets, giving the brand identity and increasing brand recognizability dramatically
 - Increased marketing profits by 20% within the first six months of employment
 - Part of 3-person marketing team that helped grow the company from 200k users to almost 400k in 1 year

EDUCATION

Master of Arts, Digital Communications

University of Melbourne 2009 - 2010

BA in Marketing

Monash University 2005 - 2009

INDUSTRY EXPERTISE



SUMMARY

A skilled marketing manager with 12 years experience leading largely content-focused teams. Led a 3-person team that boosted revenue by 64% for an e-commerce company via a 6-month content marketing campaign. Subsequently, took over a 10 person B2B focused team, reformed their CMS to boost content production by 45% while reducing employee turnover from 25% to 0% in the first year.

ACHIEVEMENTS

- Negotiation & Communication**
Facilitated partnerships with top 8 US sports accessories chains within 1 year
- Restructured a 20-person marketing department**
Thus, eliminating high turnover and achieving top-industry NPS within 6 months
- 40% Reduction of Churn Rate**
Across all company products

SKILLS

Hubspot	Customer.io	Mailchimp
Ahrefs	SEMrush	Google Adwords
Wordpress	HTML	CSS
SurferSEO	Content briefs	
Ad Campaigns		

LANGUAGES

Portuguese Native ●●●●●

English Fully Proficient ●●●●●

PASSIONS

- Data-driven marketing**
- Bold ideas & ambitious projects**