

This is me

Nathalia Tarazona Salamanca
Portfolio



Social communicator and journalist from Universidad del Norte, a digital creative and a ally of tech. I have experience as a strategy leader for 360° digital marketing, SEO optimization, advertisement on digital platforms such as: Meta, Google Ads, Tik Tok and Linkedin. As well as web máster and development of innovation and ideation processes, for corporate communication. I have strategical and critical thinking, adecuada use of laguage, team worker, fast adapter to change, passionate, continuous learner and excelent habilities to gain relations.



Teamed up with:



Contents

1. Digital marketing

2. Data Analytics

3. SEO

Digital marketing

Strategy creation, campaign launch, creative team management, media plan and budget.

Binar10 - Unidrogas



I led the E-commerce sales strategy for five commercial drugstore brands nationwide. The challenge was to position the brand “Tu Droguería Virtual” as the website that brought together the different physical pharmacies.



TOOLS



Meta and Google Ads, Active Campaign, Mail Chimp, Semrush, Google Analytics, Tag Manager.

BUDGET



\$800,000 (dollars, for a 12-month period)

GOALS

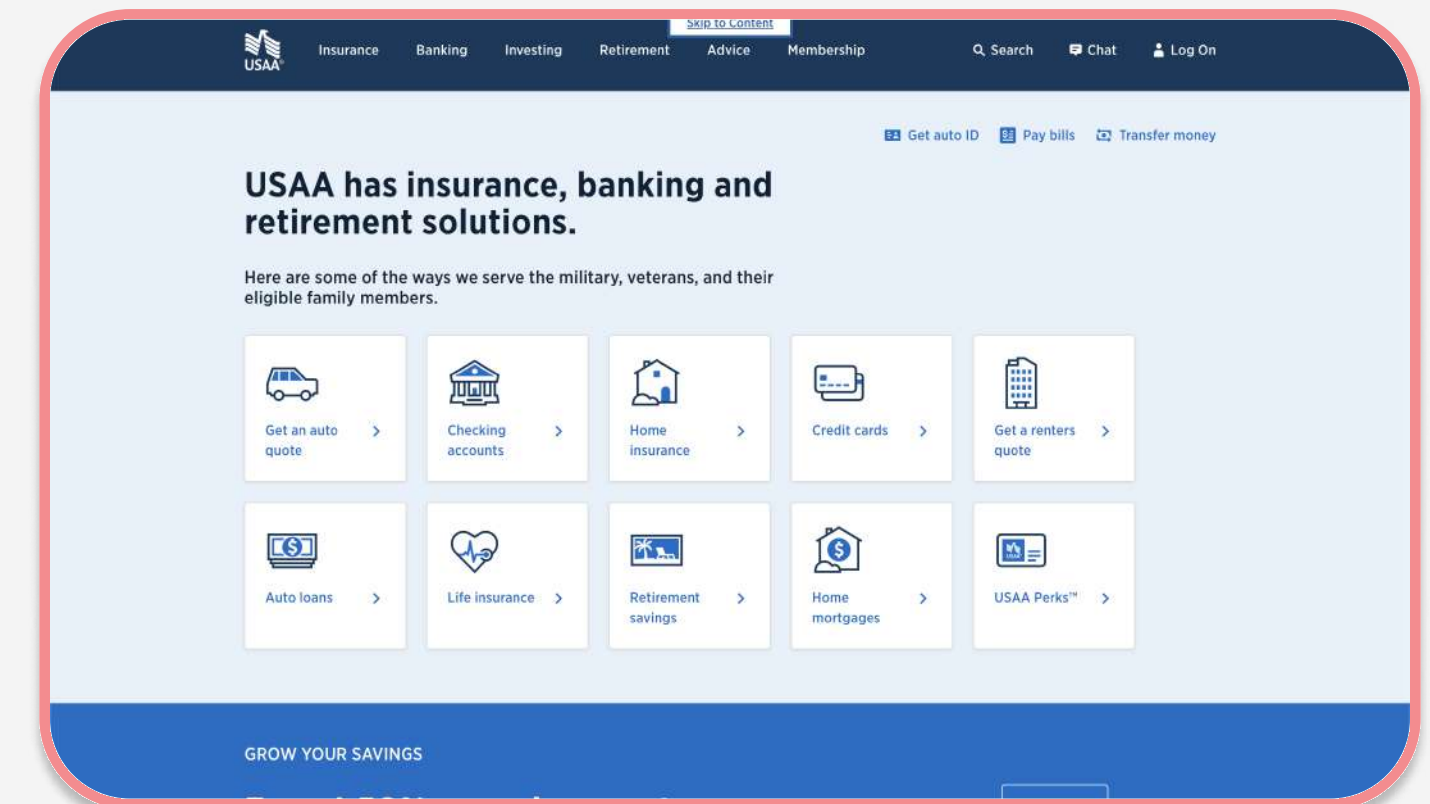


85% of E-commerce sales are attributed to online advertising campaigns. Increased web sales by 50%.

Publicis Groupe



Senior Account Manager for USAA account (Insurance, banking and retirement solutions for military and veterans from the US Army). Worked with the US team on the implementation and optimization of Search campaigns. Supported in budget allocation, creative copy optimization, keyword research and performance optimizations.



TOOLS



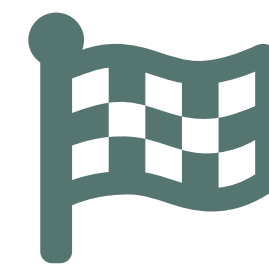
Google Ads, Bing Ads, SA360, Datorama, Semrush.

BUDGET



\$300,000 (dollars per month).

GOALS

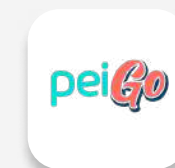


Increased the quality of users visiting the site, CVR increased by 40%.

Boomit



Senior Media Buyer for fintech and technology companies in Latin America. Created media plan for each of the accounts, implemented advertising campaigns, managed performance-focused creative, data analysis for campaign optimization and reporting to clients.



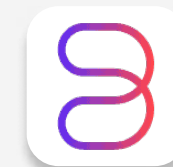
peiGo
Digital wallet 🇨🇷
<https://www.peigo.com.ec/>



Elipse
CRM, Chatbot 🇷🇷 🇪🇸
<https://elipsechat.com/>



Kash
Digital bank 🇨🇷 🇪🇨 🇵🇷
<https://kashlatam.com/>



Boomit
Performance marketing 🇺🇸
<https://boomit.us/>

TOOLS



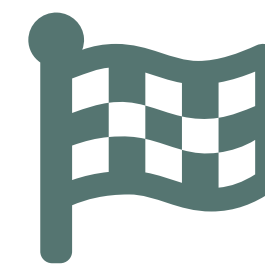
Meta Ads, Google Ads, Tik Tok Ads, LinkedIn Ads, AppsFlyer, Firebase, GA4, Active Campaign, Tag Manager.

BUDGET



\$160,000 (dollars per month, distributed in the different accounts)

GOALS



Increased the quality of users visiting the site, CVR increased by 40%.

Data Analytics

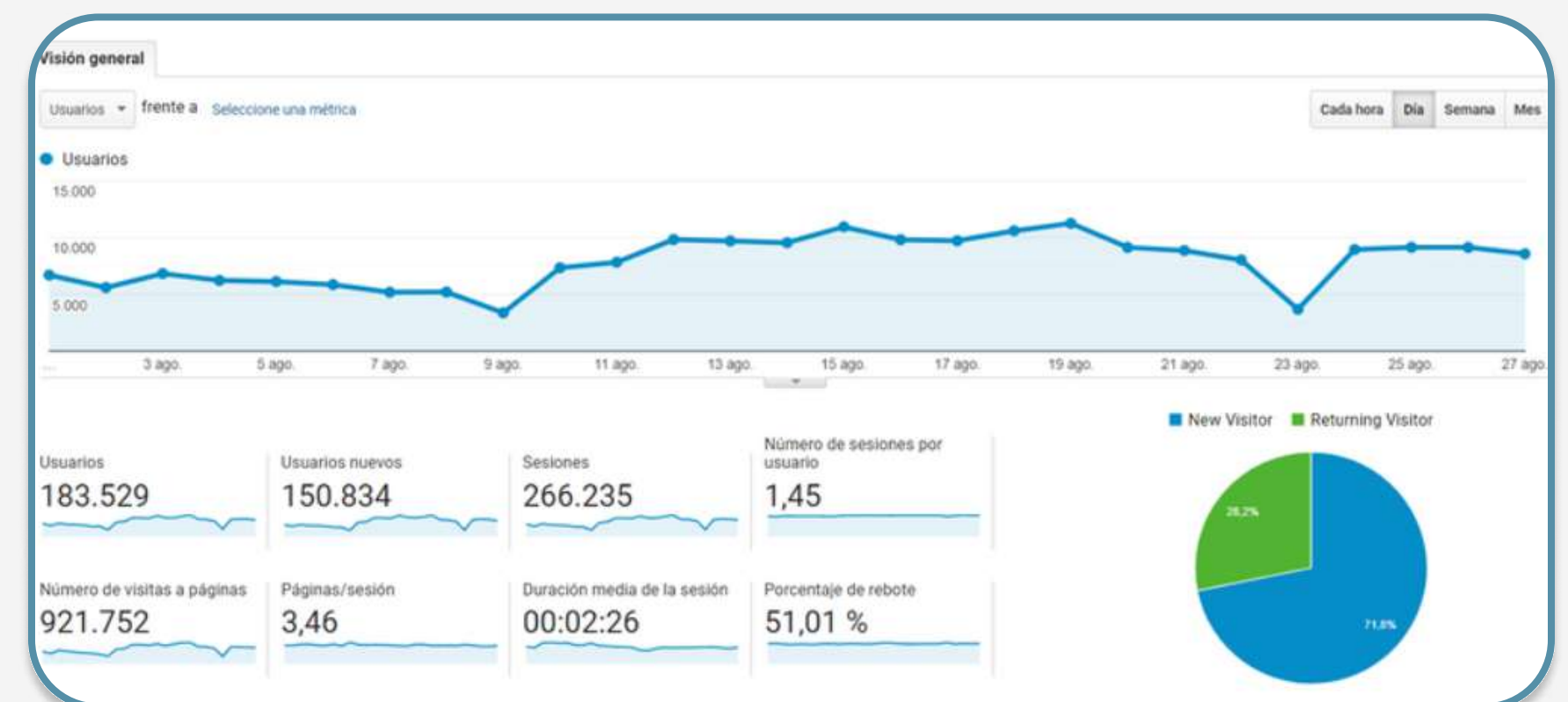
GA4, Firebase, Looker Studio, Datorama, Hubspot.

Binar10 - Unidrogas



Sales and conversion data analysis within E-commerce that was tied to Google Analytics. It reviewed the different traffic sources to attribute the results to the different actions: organic, CPC, offline marketing.

The data allowed us to know which of the Google or Meta platforms was bringing in the highest volume of sales. In addition, Analytics allowed us to see which were the product landings with more visits and conversions, which allowed me to make marketing decisions such as: create specific campaigns for those products, ask the sales team to create offers, optimize those landings with SEO.

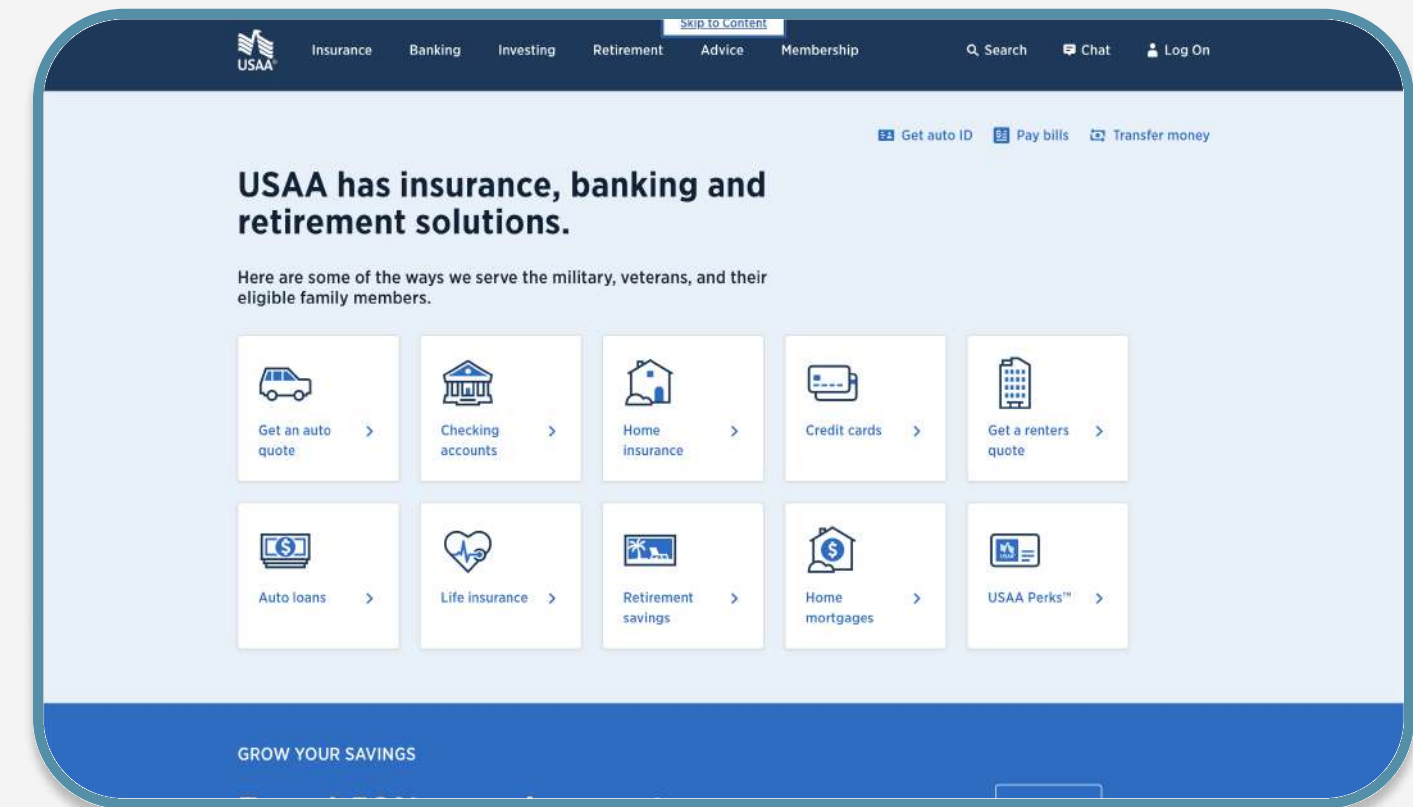


On the other hand, I used the data from Analytics to create audiences and import them into Google Ads for remarketing campaigns. As well as to make monthly performance reports for the internal client.

Publicis Groupe



Data analysis in Datorama and SA360 for writing insights of value to the client. In this way we could measure the CVR within the USAA website and the effectiveness of Search campaigns. This also allowed us to make budget and bid optimization decisions.



datorama



Search Ads 360

Boomit

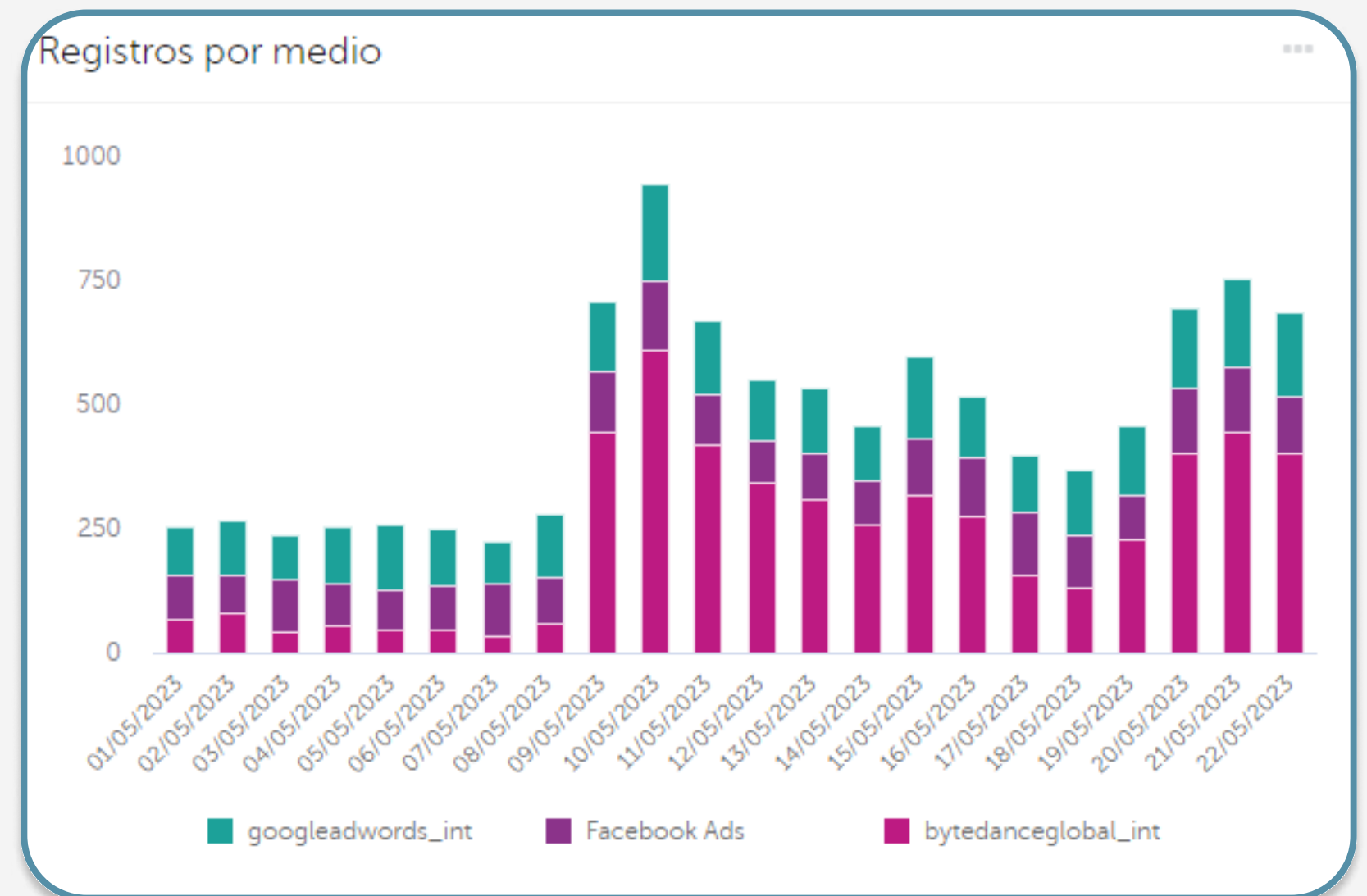


With the Bi team, we developed a dashboard in Looker Studio, for each account, to monitor the performance of the ad campaigns. As I was activating app campaigns, my KPIs were: installs, CPI, registrations, CPR, Add payment info, or CPA in general. This dashboard is my main resource for campaign optimization but it is not the only one.

I also do the data analysis in AppsFlyer (MMP) which allows me to track every single action in the app, attribute them and link the different advertising platforms. Within Appsflyer I can create custom conversions, assign a value to them, create custom dashboards, among other functions.

All the data coming from these platforms allows me to:

- Get to know the audience better.
- Create custom audiences and similar for Meta and Google.
- Optimize campaigns
- Make budget adjustments.



SEO Content

SEO optimization for e-commerce and content writing.



NEILPATEL



Levapan



SEO copywriting of 200 blogs for their content page <https://www.institucionalcolombia.com/> with this we managed to appear in the first positions of Google in some cooking recipes and in texts of culture and gastronomy at a Colombian level. 50 of these contents appeared in the first page of Google results.



Thank you!

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