




LAURA CASTRO

SOCIAL MEDIA MARKETING SPECIALIST

CONTACT

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EDUCATION

- Bachelor of Audiovisual Communication**
Jaime Isaza Cadavid
Colombian Polytechnic
Colombia, 2014

CERTIFICATIONS AND TECHNICAL COMPETENCIES

- Google Analytics Individual Qualification
- Google Ads Display Certification
- Facebook Ads Certification
- Community Manager Certification
- Experienced with HTML, CSS, Wordpress, Hubspot, Mailchimp, sendinblue
- Skilled with Google search & display ads, Facebook pixel tracking,
- A/B testing
- Google Tag Manager
- Google Business
- Adobe Creative Cloud

LANGUAGES

- English
Professional Working Proficiency
- French
Professional Working Proficiency
- Spanish
Native Proficiency

OTHER SKILLS

Throughout my career I have become a resourceful and proactive person. Thanks to the changes and challenges that I have acquired in my professional and personal life by living in four countries with different cultures, I am able to listen and carefully observe those around me. This has helped me pay more attention to detail and be able to work as a team with ease.

HIGHLIGHTS

- Professional in audiovisual media with more than four years of experience creating multimedia content for several platforms to boost brand awareness and engagement in the brand and increasing visibility and sales.
- Experience with an estipulate budget, launching digital campaigns, metric analysis and management of digital communities.
- Experience with the marketing wheel, executing marketing strategies, and creating an overall plan contribute to the growth of the brand and its audience.
- Designed web pages taking into account the user experience and optimization through meta tags, content keywords and implementation of digital events.

EXPERIENCE

DESIGN CONSULTANT

Cabinet Depot Newmarket - April 2022 - Present

- Creating campaigns to multiple segments, from strategy to execution.
- Planned and executed multimedia content strategy, including content creation (Posts, videos, email marketing,sings) and promoting them through syndication, email nurture, landing pages and social media advertising.
- Establishment of digital strategies to enhance the visualization of the Company.
- Experience with a managed budget for digital advertising paid display paid search and paid social media.
- Collaboration with the administration of the Website, integrating keywords, digital events and other elements to execute the SEO strategy.
- Planning and executing marketing plan

BUSINESS DEVELOPMENT

Palacio Immigration - September 2021 - March 2022

- Develop initiatives, growth strategies and plans to meet business goals.
- Generate marketing strategies to increase & promote sales.
- Perform market research to identify new opportunities.
- Networking with business partners.
- Analyze customer needs and interests in order to maximize sales volume and identify service requirements.

SOCIAL MEDIA & E-COMMERCE SPECIALIST

Galileo Instruments - May 2021 - September 2021

- Optimized customer segments & personas by analyzing insights, trends, campaign results and competitive landscape.
- Managed content and SEO specialists. Overseeing the content strategy and new website development.
- Coordinate marketing for all online marketplaces, pricing optimization, content creation (guides, banners, portfolios signs and email).
- Planning and executing conversion tests and A/B tests for digital ads and email marketing.
- Designed and develop the company website and e-commerce in Wordpress
- Planning and executing content strategy calendar
- Coordinate digital events such as webinars

COMMUNITY MANAGER

Sistegra - February 2021 - May 2021

- Creating content and developing audience in social media platforms.
- Created, delivered and managed marketing campaigns getting 150 leads monthly.
- Created and managed landing pages for new projects.
- Managed and updated the CRM.
- Analyzing (KPI) of customer acquisition, conversion, and retention strategies.

SOCIAL MEDIA SPECIALIST

Asemmonta - March 2020 - January 2021

- Optimized brand identity and defined tone and voice.
- Managing social media accounts and website to engage existing and new customers.
- Assisting with organizing and executing tradeshows and events.
- Recording and editing Videos.
- Created company and product brochure.

MARKETING ASSOCIATE

Triada Entertainment - March 2015 - July 2016

- Analyzed customer segments, personas, industry and competitive landscape.
- Planning, developing, and implementing multiple avenues of marketing strategies to drive sales.
- Developing effective corporate communication strategies.
- Planning and executing strategies in traditional Marketing channels
- Planning and maintaining the schedule of tradeshows including bookings and trade show participation.