

# SOCIAL MEDIA MARKETING & WEB DESIGNER



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148 Marsellus Dr, Barrie ON

## Laura Marcela Castro Sosa

### About me

Professional in audiovisual media with more than 3 years of experience in SEO, advertising and metrics analysis and with 4 years of experience in design, content, design web sites, editing and social media management

### EDUCATION

Bachelor of Audiovisual Communicator  
Politécnico Jaime Isaza Cadavid  
Colombia  
2009-2014

### SKILLS

HTML5  
CSS  
Illustrator  
Photoshop  
Premier Pro  
Wordpress  
Mailchimp  
Hubspot  
facebook ads  
Google ads  
Google Analytics  
Google Tag

### LANGUAGES

Spanish

English

French

### PROFESSIONAL EXPERIENCES

### CERTIFICATIONS

Google Ads Display Certification  
Google ADS  
February 2022

Digital marketing Certification  
Facebook ADS  
July 2020

Community Manager Certification  
Politécnico de Colombia  
January 2020

#### Design Consultant/ Cabinet Depot Newmarket( April 2022- Currently)

- Website administration in Wordpress and components creation using HTML & CSS
- Creating multimedia content
- Establishing digital strategies to enhance the Company visualization
- SEO optimization of digital channels
- Design Kitchen and baths in 2020 software

#### Business Development / Palacio Immigration ( Sept 2021- March 2022)

- Creating and design graphic pieces for social networks like youtube and instagram
- Analyze content results
- Developing and manage the content grid

#### Social Media e-commerce / Galileo Instruments ( May 2021- Sept 2021)

- Developing company website in Wordpress
- Creating and edit content for company publications
- Creating marketing strategies to execute in campaigns
- Keyword research for brand positioning

#### Community Manager / Sistegra ( Feb 2021- May 2021)

- Creating content and developing an online community in social media platforms (Instagram, Facebook, Pinterest, Tiktok, Twitter.)
- Website administration in Wordpress
- Creating dynamic social campaigns

#### Social Media / Asemmonta S.AS. ( March 2020- Jan 2021)

- Developing company website in Wordpress
- Creating content multimedia
- Developing brand style