

ELENA VASQUEZ

Marketing Director

CONTACT

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 Miami, FL

 linkedin.com/in/elenavasquez

CORE SKILLS

Digital Marketing



Brand Strategy



Social Media Marketing



Content Strategy



Analytics & Data



Team Leadership



LANGUAGES

English Native

Spanish Native

Portuguese Fluent

French Intermediate

CERTIFICATIONS

- Google Analytics Certified
- Facebook Blueprint Certified
- HubSpot Content Marketing

PROFESSIONAL SUMMARY

Results-driven Marketing Director with 10+ years of experience developing and executing comprehensive marketing strategies for Fortune 500 companies and emerging brands. Proven track record of increasing brand awareness by 150% and driving revenue growth through innovative digital marketing campaigns, strategic partnerships, and data-driven decision making. Expertise in leading cross-functional teams, managing multi-million dollar budgets, and delivering measurable ROI across all marketing channels.

PROFESSIONAL EXPERIENCE

Marketing Director

2020 - Present

TechFlow Solutions

Lead comprehensive marketing strategy for B2B SaaS company serving 50,000+ customers globally. Manage team of 12 marketing professionals and annual budget of \$3.5M. Oversee all aspects of digital marketing, content creation, brand management, and customer acquisition.

Key Achievements:

- Increased qualified leads by 180% through integrated digital marketing