

EXPERIENCE

Social Media & Marketing Manager

B. David Levine

- 📅 06/2022 - 📍 West Hollywood, United States
- Managed all paid social campaigns across Meta and TikTok, achieving 1M+ impressions per campaign and increasing engagement by 20.7%.
 - Optimized ad spend strategy, resulting in a 15% reduction in CPA and improved targeting through retargeting and interest segmentation.
 - Led creative briefing and asset production in coordination with design and content teams.
 - Produced monthly analytics reports highlighting trends, ROI performance, and actionable insights for campaign improvement.
 - Directed video ad production and created ad copy for evergreen and promotional campaigns.

Freelance Marketing Consultant / Content Creator

Lemaitre Marketing

- 📅 03/2021 - 📍 West Hollywood, United States
- Managed paid campaigns for lifestyle and legal brands, including Larry H. Parker Law and boutique e-commerce brands.
 - Conducted competitive analysis and creative performance reviews for campaign adjustments.
 - Created bilingual ad content, wrote copy, and oversaw asset development to align with campaign goals.
 - Led weekly client calls, presenting data-backed recommendations and new opportunities for growth.

Junior Media Content Manager

Cafam Colombia

- 📅 06/2017 - 02/2019 📍 Cafam
- Assisted with campaign execution across paid media and broadcast radio with a reach of 1M+.
 - Produced analytics reports for nonprofit initiatives, coordinating campaign launches across internal channels.
 - Designed promotional material for events, leveraging Adobe Creative Suite.

CORE COMPETENCIES

- Paid Social Campaign Management (Meta, TikTok, YouTube, LinkedIn)
- Campaign Optimization & A/B Testing
- Performance Analytics & Reporting (GA4, Excel, Meta Ads)
- Creative Strategy & Ad Copywriting
- Client Communications & Weekly Reporting
- Influencer & Community Strategy
- Google Analytics • Microsoft Excel • Google Workspace
- Bilingual Content (English/Spanish)

EDUCATION

- Bachelor of Science in Communication, Pontifical Xavierian University — 2017
- Bachelor of Arts in Performing Arts, Pontifical Xavierian University — 2019
- Google Analytics Certificate, Google Academy — 2024
- Content Marketing Strategy Certificate, UC Davis — 2024
- Branding Management Certificate, University of London — 2023
- Neuromarketing Certificate, Copenhagen Business School — 2024
- Corporate Strategy Certificate, London Business School — 2024

SUMMARY

Performance-driven Social Media Manager with 8+ years building organic and paid campaigns for lifestyle, legal, and luxury brands. Proven track record delivering 1M+ impressions per campaign, +20% engagement, and –15% CPA through creative storytelling, cultural trend adoption, and data-driven optimization. Expert in short-form video, community growth, and bilingual audience engagement (EN/ES).

HIGHLIGHT PROJECTS

Paladino HCM - Training Media Production

📅 2020 - 📍 Los Angeles, United States

Produced instructional video content and voiceovers to enhance internal communications and reduce onboarding time for large-scale corporate training rollouts.

Ben Kruger - Luxury Real Estate Agent

📅 2023 - 📍 Los Angeles, United States

Designed website, portfolio, and branding strategy to strengthen positioning in the luxury LA real estate market, delivering a polished digital presence aligned with client expectations.

Freelance - Social Media Manager & Content Creator

📅 2023 - 📍 Los Angeles, United States

Partnered with small and mid-size businesses across lifestyle, legal, and e-commerce sectors. Built content calendars, produced UGC reels, and launched bilingual campaigns that generated 100K+ impressions/month and 15–30% follower growth in 90 days.

Larry H. Parker - Latino Audience Marketing

📅 2023 - 2024 📍 Los Angeles, United States

Developed strategy, copy, and video content to grow trust with Latino audiences, boosting engagement +20% and reducing CPA through culturally relevant reels and explainers.

TOOLS

Meta Business Suite • TikTok Ads Manager • Google Ads GA4 • Klaviyo • Workday • Squarespace • WordPress • Adobe Creative Suite (Photoshop, Illustrator, After Effects) • Canva • CapCut • TikTok Creator Tools • Hootsuite • Buffer • Later • Sprout • Instagram Insights • Notion • Trello • Slack • Google Workspace •

LANGUAGES

English
Native

Spanish
Native