ISIS SANTIAGO

DIGITAL MARKETING SPECIALIST

Using the power of **digital technology**, I strive to help businesses grow and flourish as a **marketing specialist** with **3+ years of experience** in **advertising strategies**, **campaigns**, and **analysis of results**.

In addition to **design**, I develop **data-driven** campaigns and **high-performance solutions** that help businesses reach their **KPIs** across multiple online channels.

CONTACT ME

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SKILLS

HARD

- Social Media Campaigns
- Adobe Creative Cloud
- WordPress
- Photography & Videography
- Advanced Excel
- Email Marketing & Automation
- SEO & SEM - PPC, Social Ads
- UI/UX Design
- Google Analytics, GSC & Tag Manager
- SKETCH & FIGMA
- CRM: SAP / Zoho / Streak
- HTML5 / CSS3 / JavaScript / Bootstrap 5

SOFT

- Problem Solving
- Analytical Thinking
- Work Planning
- Detail Oriented
- Teamwork
- Active Learning
- Adaptability
- Honesty
- Creative
- Deal with pressure
- Strategic Insight

EDUCATION

INTERACTIVE MEDIA DESIGN DIPLOMA
SENECA
Canada | 2021 - 2022

DIGITAL MARKETING & UI DESIGN DIPLOMA
RED ACADEMY
Canada | 2019 - 2020

HUMAN RESOURCES BACHELOR'S DEGREE
UDEG
Mexico | 2011 - 2014

CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION
GOOGLE / JULY 2019
CREDENTIAL ID: 34488226

GOOGLE ANALYTICS INDIVIDUAL CALIFICATION
GOOGLE / JULY 2019
CREDENTIAL ID: 31663118

SAP CERTIFIED APPLICATION ASSOCIATE
SAP / SPETEMBER 2015
CRM Foundation with SAP CRM 7.0 EhP3

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST
PRIME REAL ESTATE /VANCOUVER/ AUG. 2020 - CURRENT

•Designed, implemented, and measured 15 SEO/SEM marketing campaigns, including more than 10 landing pages, and created more than 50 email automation. The database grew by more than 5,000 users.
•On a daily basis, planned, produced, and edited videos and photos for 9 social media channels according to budget.
•Performance of link acquisition of 10k+ users with off-page strategies.
•Developed and executed Facebook and Google ads campaigns for the company that generated 200k in revenue.

DIGITAL MARKETING SPECIALIST
UVANU INTERNATIONAL /VANCOUVER/ DEC. 2020 - JAN. 2022

•Through the use of Hootsuite and content creation, Instagram and Facebook numbers increased by 3,000+ followers and 100+ likes.
•Planned, implemented, and evaluated RSAs that increased clicks by doubling and ROAS by 10%.
•Enhanced sales by 10K using SEO/SEM strategies in a collaborative teamwork setting.
•Implemented ActiveCampaign's email automation to create a marketing strategy that improved the efficiency of the salesforce team from 10 days to 3 days.

SALES & MARKETING COORDINATOR
HOLIDAY INN / NORTH VANCOUVER/ DEC. 2019 - AUG. 2020

•Directed the content calendar and executed social media postings on Twitter, Instagram, and Facebook, resulting in a 10% increase in online bookings.
•The website was converted to WordPress and SEO on-page optimization was performed. This resulted in an increase of 200 users to 1,500 visits per month.
•Provided relevant, frequent, and high-quality emails to our customers to reduce bounce rates by 70%.

DIGITAL MARKETING SPECIALIST
ATM CTGLOBAL /VANCOUVER/ APR. 2019 - DEC. 2020

•Developed native ads campaigns that drove traffic to clients' websites including e-commerce and in various industries, such as renovations, furniture, and beauty.
•Assisted businesses with omnichannel bidding in SEM e.g. 10%+ in-store sales, 5%+ online sales, and -21% in CPCs.
•Managed manual and automated bidding and placement strategies for search, display/video, and dynamic Google ads. Using advanced targeting techniques, such as behavioural targeting and remarketing.