

# Nuria

# Ugarte

Marketing specialist

## Personal information

Phone number: +52 55 3465 1133

Email: nuriaugru@gmail.com

LinkedIn: /nuriaugarteruiz/

## Hard skills

- SEO strategies
- SEM campaigns
- Email marketing
- Social media advertising
- WordPress
- Shopify: increase product visibility and improve campaigns
- HubSpot: marketing analytics and lead generation

## Soft Skills

- Creativity & Content Creation
- Business acumen
- Communication
- Analytics & Data Analysis

## Languages

- English C2 (CEFR)
- Spanish (Native)

Professional digital marketing strategist with 5+ years of experience planning, executing and tracking campaigns.

Expert at creating strategies for companies to achieve their marketing goals using new digital media tools.

## Experience

### SENIOR MARKETING CONTENT SPECIALIST

SMART BAMBOO / 2020-2022

- Identified, implemented, and monitored the strategies to improve the SEO of the customer-facing Smart Bamboo website
- Created, drafted, and monitored a strategy to improve the user experience on the website, achieving ~2,000,000 sessions on 2021 on the main landing page and a conversion rate of ~1.5%
- Planned and executed campaigns across multiple social media channels to generate leads to the website and increased newsletter subscribers to a total of ~60,000 people in 2021
- Developed new content for the website's blog and increased the engagement rate from less than ~1% to ~2%
- Outlined marketing strategies for email campaigns with an opening rate of ~16% on average
- Created a digital marketing campaign for Hot Sale weekend in 2021 with a revenue of 100,000 dollars
- Enhanced automatic chatbot responses that led to a reduction in customer service emails and improved customer resolution times
- Created and supervised the implementation of a two-part training program to onboard new employees

### SENIOR CONTENT MANAGER

ANOTHER COMPANY / 2018-2020

- Developed and monitored persuasive and market resonating articles to engage specific audiences creating a value proposition for the brands
- Executed product launches events working with cross-functional teams
- Evaluated and developed content marketing strategies that drive business retention
- Completed general assignments such as writing and translating press releases, blogs, case studies etc.
- Provided strategies to ensure optimal reporting and related communications within the corporate functions

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## DIGITAL MARKETING CONTENT MANAGER

ESPORA / 2016-2018

- Presented proposals of media strategies to improve the number of followers for the digital media campaign for Alfredo del Mazo (Mexico) and Hillary Clinton (US)
- Responsible for researching and analyze the trends and the public sentiment toward the candidate for Governor, Alfredo del Mazo
- Increased audience engagement of the winning candidate for Governor, Alfredo del Mazo, by the end of his political campaign
- Monitored and analyze the digital media campaigns to create narratives and communication strategies according to the results
- Created written specialized marketing and corporate content for local digital political campaigns and private clients
- Scheduled daily meetings in the "war room" with the client during the political campaign to monitor, and improve and propose digital media strategies

## Other Marketing projects

- Created a business case for BMSA, a leading healthcare company, to promote the company's occupational health services to increase customer base
- Redesigned the website for BMSA, analyzing key metrics to improve the user experience, loading time, and SEO (ongoing project)

## Education

### WEB ANALYTICS DEGREE

UNIVERSIDAD ANAHUAC / 2021

### MASTER IN FASHION MERCHANDISING

INSTITUTO EUROPEO DE DISEÑO / 2015-2016

### MASTER IN INSTITUTIONAL COMMUNICATION

UNIVERSIDAD PANAMERICANA / 2013-2015

### BACHELOR IN COMMUNICATION

UNIVERSIDAD PANAMERICANA / 2009-2013