

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