

LAURA CASTRO

DIGITAL MARKETING SPECIALIST

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SUMMARY

Digital Marketing Specialist with 6+ years of experience developing and executing effective marketing strategies across digital platforms. Skilled in managing multi-channel campaigns, optimizing SEO, and leveraging data-driven insights to improve results and maximize ROI. Strong background in content creation, paid media, and cross-functional collaboration to support business growth.

CORE SKILLS & TECHNICAL EXPERTISE

Content Strategy & Planning • Social Media Management • SEO & Keyword Optimization • Paid Media Management • Digital Campaign Management • Analytics & Reporting • A/B Testing & Conversion Optimization • Email Marketing & Automation • CRM Management • Video Editing & Content Creation

TOOLS & PLATFORMS

SEO & Analytics:

Google Analytics, Google Search Console, SEMrush

Paid Media & Tracking:

Google Ads, Meta Ads, Meta Pixel, Google Tag Manager

CRM & Marketing Automation:

HubSpot

Web & CMS:

WordPress, HTML, CSS

Design & Content:

Adobe Creative Cloud

LANGUAGES

- Spanish: Native
- English: Professional Working Proficiency
- French: Professional Working Proficiency

EXPERIENCE

MARKETING COORDINATOR

The Knowles Woolsey Team – Aug 2023 – Present

- Implement integrated marketing, advertising, and public relations initiatives to promote services and strengthen brand presence
- Manage digital marketing initiatives across social media and web platforms, driving engagement and online visibility
- Develop SEO-optimized blog content to enhance search rankings and increase organic traffic
- Leverage AI-driven tools to develop high-quality marketing content, improving efficiency, consistency, and overall campaign performance
- Develop and distribute targeted email campaigns and e-newsletters to support client engagement and retention
- Coordinate marketing strategies for property listings, including multimedia content and digital advertising
- Analyze campaign performance and provide insights to optimize outcomes and maximize ROI

SOCIAL MEDIA SPECIALIST

Cabinet Depot Newmarket – Apr 2022 – Aug 2023

- Implemented digital marketing and social media campaigns from strategy through execution
- Developed and managed multimedia content strategies, including social media, video, email marketing, and promotional materials
- Managed and optimized website content using SEO best practices and keyword strategies to improve search performance
- Coordinated content across digital channels to ensure consistent branding and audience engagement

SOCIAL MEDIA COORDINATOR

Palacio Immigration – Sep 2021 – Mar 2022

- Developed and managed social media content, including graphics, video, and copy, ensuring alignment with brand guidelines
- Coordinated content calendars and scheduled posts to support consistent audience growth and engagement
- Created client-facing materials, including onboarding presentations and branded documentation
- Supported cross-functional collaboration to maintain consistency in messaging and communication strategies

E-COMMERCE & SOCIAL MEDIA MARKETING DIRECTOR

Galileo Instruments – May 2021 – Sep 2021

- Managed and optimized the e-commerce platform, including product updates, pricing, and content to support online sales
- Implemented digital marketing campaigns to promote products and strengthen brand positioning across web and social channels
- Developed and managed digital content for website and social media, ensuring consistency with brand guidelines
- Analyzed marketing initiatives and applied insights to improve campaign effectiveness
- Supported digital events, including webinars and virtual demonstrations, to drive engagement and lead generation

COMMUNITY MANAGER

Talento Consultores – Feb 2021 – May 2021

- Implemented digital communication strategies aligned with business objectives to strengthen brand presence across social platforms
- Planned and managed content calendars, delivering engaging multimedia content tailored to diverse audiences
- Managed online communities by responding to inquiries, fostering engagement, and maintaining a positive brand image
- Monitored social media performance and analyzed key metrics to identify opportunities for improvement
- Tracked brand mentions and supported online reputation management, ensuring timely and effective responses
- Collaborated cross-functionally with marketing, sales, and design teams to align digital communication with campaign strategies

SOCIAL MEDIA SPECIALIST

Asemmonta – Mar 2020 – Jan 2021

- Developed and implemented content strategies across digital platforms to enhance brand presence and audience engagement
- Created and managed multimedia content aligned with brand guidelines and campaign objectives
- Analyzed campaign performance and optimized content using data-driven insights
- Supported digital marketing initiatives by aligning content with broader communication strategies

COMMUNICATIONS SPECIALIST

Triada Entertainment – Apr 2015 – May 2016

- Implemented communication and marketing strategies to promote business locations and strengthen brand positioning
- Coordinated and managed large-scale events, ensuring alignment with business objectives
- Developed and executed client engagement and loyalty initiatives to support business growth
- Managed brand presence across media channels and promotional activities to enhance exposure
- Oversaw event planning and coordination with vendors and strategic partners to ensure seamless execution

EDUCATION

Bachelor of Audiovisual Communication 2009 – 2014
Jaime Isaza Cadavid Colombian Polytechnic, Colombia

CERTIFICATIONS

- Google Analytics Individual Qualification
- Google Ads Display Certification
- Facebook Ads Certification
- Community Manager Certification