

Versatile marketer and creative who builds brand voice and turns it into content people engage with. Experienced in copywriting, graphic design, and digital content creation, with a strategic foundation in brand positioning and competitor research. Brings an organized, people-first approach from event planning and client engagement.

EXPERIENCE

Marketing Manager [March 2024 - Present]

Areté Renovators

- Streamlined the top of funnel qualification process to consistently convert 75% of raw leads into MQLs through data-driven lead optimization strategies.
- Led the in-house marketing team by developing brand strategy and assigning accountability metrics; managed Meta and LinkedIn paid advertising, A/B testing, ad retargeting, brand voice and guidelines, and Google Analytics optimization.
- Planned and executed 4 events on a quarterly basis, conducted client focus groups, screened and qualified leads, and supported sales growth.

Marketing Coordinator [March 2022 - March 2024]

Areté Renovators

- Increased website engagement to an average of 10 events per session by optimizing site navigation, leveraging Google Analytics, and compelling call-to-actions (CTAs).
- Scaled top of funnel pipeline and increased annual lead volume 36% YoY through aggressive SEO and AEO optimization by partnering with an SEO agency on keyword strategy and content optimization.
- Managed backend and frontend website user experience (UX), CRM optimization, copywrite, graphic design, and competitor market research.

Website & SEO Manager [July 2024 - Present]

La Raza Legal (Law Office)

- Engineered organic growth strategy for website, driving 114K search impressions and achieving a 10.1 average SERP position, while delivering 1,695 organic sessions that generated 72.8% of total site engagement.
- Implemented copywriting and SEO blog writing while refining digital workflows.

Freelance Legal Content Writer [August 2024 - May 2025]

Law Firm Content Pros

- Researched and translated complex legal topics into accessible digital content for prospective clients.
- Produced SEO & AEO-optimized blog posts and practice-area landing pages for law firms nationwide, ensuring 100% accuracy and adherence to legal and editorial standards.
- Optimized headers, metadata, and content for search intent, improving clients' search rankings and organic traffic.

EDUCATION

ROOSEVELT UNIVERSITY | 2021

Bachelors of Fine Arts (Magna Cum Laude)

SKILLS

- | | | |
|----------------------------|---------------------------|---|
| • Copywriting | • Web and graphic design, | • Google Workspace |
| • Digital content creation | • HubSpot Marketing, | • WordPress and Wix |
| • Social media management | • GBP optimization | • Meta Business Suite |
| • Video editing | • Adobe Creative Cloud | • AI content tools (Gemini, Claude, Jasper.AI), Canva |