

Jiara Martins

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WORK EXPERIENCE

Senior Digital Marketing Specialist

Activate Media Advertising

August 2018 to Present

Implements cross-channel marketing and advertising campaigns. Responsible for handling B2B and B2C client marketing campaigns, from planning to optimization.

Digital Marketing Specialist

Sierrawood Art Collectors

January 2012 to August 2018

Developed and executed digital marketing content strategies. Increased organic site traffic by 79%.

Sales and Marketing Assistant

Vandemar Construction

July 2010 to December 2011

Worked on sales proposals and direct mail marketing campaigns. Coordinated trade shows and events.

EDUCATIONAL BACKGROUND

De Loureigh University

Venston Bay

Master's Degree in Digital Marketing
2017

Magna Cum Laude

Croalstead Institute of Technology

Croalstead

Bachelor's Degree in Marketing
2010

Best Thesis: Analyzing the Role of Social Media in Integrated Marketing Communications

PROFESSIONAL SUMMARY

A creative and collaborative digital marketing manager with over 15 years of experience. Expert in driving growth and raising brand awareness through customer-centric campaign strategies. Specializes in cross-channel marketing, digital communication, and social media management.

SKILLS & PROFICIENCIES

- Fluent in Spanish and Chinese
 - Copywriting and copy editing
 - Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
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VOLUNTEER WORK

Volunteer Social

Media Coordinator

Fuzzbuzz Animal Shelter

2018 to Present

Handles the shelter's social media pages. Implements online campaigns to drive adoption rates up.