Isabel Giraldo

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Marketing Professional

Innovative and results-oriented Marketing Professional with 5 years of experience in developing and executing multi-channel campaigns, driving significant increases in brand awareness, engagement, and conversion rates. Proficient in UX design principles, with a proven track record of enhancing user experience and optimizing digital strategies.

Experience

Marketing Specialist & UX/UI Designer, The University of Arizona Colleges of Public Health & Nursing

Mar 2020 – Present | Remote

- Developed, implemented, and optimized marketing campaigns across various channels including digital and no digital campaigns including promotional materials and sponsorship events.
- Conducted market research and analysis to identify trends and opportunities, providing actionable insights to inform strategic decision-making.
- Managed email marketing campaigns, optimizing targeting and messaging to increase open and click-through rates.
- Led brand identity development and marketing plans for the UArizona SANE Program mobile app, increasing downloads and user engagement.
- Led UX/UI design using Adobe XD, focusing on user-centric principles for enhanced usability.
- Optimized web strategies for multiple sites, enhancing user experience and engagement, including updating language and design to optimize performance.

Marketing Internship, Argos

Jun 2017 – Nov 2017 | Medellin, Colombia

- Collaborated at the national marketing office in Colombia to drive brand identity and customer engagement initiatives.
- Conducted segmentation analysis, generated insightful CRM reports, and contributed to customer journey research.

Education and Certifications

Bachelor of Business Administration

Major: Marketing

Jan 2014 – Jun 2018 | Medellin, Colombia

Inbound Marketing Certificate

HobSpot

UX Design Certificate Google

Coursera

Areas Of Expertise

Social Media Management | Branding Strategy | Market Research | Data Analysis | SEO | Inbound Marketing | UX/UI Design | Design Systems

Technical Proficiencies

Google Analytics | Canva | Figma | Mailchimp | Adobe XD | Wix | Wordpress | Microsoft Office | Asana | Articulate Rice