

# MARIA ARANGO

• Marketing & Communications Specialist •

## PROFILE

Digital Marketing Specialist with experience in communications, creative project management, content creation, copywriting and social media strategy. Fluent in English, German (B2) and Spanish (C2).

## EXPERIENCE

Sep 2021 -  
present

### Hakkoda

Lead Digital Marketing Specialist

- Collaborated with consultants, content producers, and creatives in the US, UK & LATAM for wide strategy development aligned with business goals. Spearheaded the digital marketing strategy.
- Created, managed and reported on different marketing strategies including social media campaigns across a variety of platforms, ie. LinkedIn, Instagram, Google, etc.
- Created content to feed social media platforms and increase following. Content included graphic and video assets.
- Lead search and work plan to establish partnerships with stakeholders and institutions.
- Supported HR team with planning and execution of recruitment marketing strategy.

Mar 2021 -  
Sept 2021

### AGP Corporation

Content Producer (Contract)

- Managed project for streaming platform of a leading soccer team.
- Worked with media agency to produce content and marketing strategy.
- Performed quality assurance of deliverables.

Nov 2020 -  
March 2021

### Cheetah Digital

Deployment Specialist

- Automated email marketing campaigns for CITI Bank USA, including reviewing of HTML, and performing QAs.
- Created status and impact reports on deployed campaigns.

## EDUCATION

Dec 2021

Tecnologico de Costa Rica. **Graphic Design**

- Vector design with Illustrator. •Image manipulation with Photoshop. •Digital design

Dec 2020

Univ. Latina. **Specialization in Digital Marketing**. Cum Laude

- SEM Marketing & SEO •Facebook Business Manager. •Google Data Studio. •Video Production

Dec 2019

Latinamerican Univ. for Science and Technology. **Bachelors Degree in International Relations**.

Exchange semester in Germany. Cum Laude.

## SKILLS

- Communications
- Content creation & management
- Graphic design
- Marketing strategy
- Video production
- Proactive mindset

## COMPETENCES

- Photoshop
- Hubspot SEO Certified
- Illustrator
- Final Cut Pro
- Adobe Premiere