

Maria Jose Terry Gallardo (US citizen)

Mobile: (914) 262-8141 | Email: majo.terry@gmail.com | 951 Brickell Av. Apt 3300 Miami, FL, 33131

LinkedIn – [linkedin.com/in/maria-jose-terry-gallardo](https://www.linkedin.com/in/maria-jose-terry-gallardo)

Global social media & Marketing Specialist (Multi-Lingual)

Summary:

Dynamic, creative, innovative, and results-oriented Global social media & Marketing Specialist with over 8 years of hands-on experience. A proven architect of success, consistently delivering outstanding results by orchestrating compelling content strategies and expanding companies' presence across diverse industries, resonating with audiences worldwide. Expertise in working within multicultural environments, building and executing marketing programs with published content and excellent bilingual communication skills. Adept at igniting engagement and fueling exponential growth across multifaceted digital landscapes. Renowned for forging impactful partnerships and alliances that amplify brand resonance and reach. Proficient in harnessing cutting-edge analytics, AI, B2B Marketing, and SEO methodologies to meticulously optimize campaigns, ensuring maximum impact and ROI. Positioned to revolutionize your organization's digital presence and drive unparalleled growth in today's ever-evolving global marketplace, achieving business goals with measurable results.

Work History:

Florida National University, Miami, FL

November 2023-Current

Marketing and Social Media Content Manager

- Spearheading comprehensive marketing campaigns aimed at engaging, educating, and motivating diverse university portfolios, I collaborated with cross-functional teams to ensure alignment with university goals and brand messaging, achieving a 65% improvement.
- Utilizing market research and audience insights, I developed targeted content strategies resulting in a 55% increase in engaged audiences across social media platforms. Managing marketing campaigns, optimizing B2B marketing strategies, and revamping university website content to enhance user experience and drive traffic, I monitored and reported on key performance metrics using tools such as Google Analytics, achieving a 70% engagement enhancement.
- Cultivating relationships with influencers and industry experts, I amplified brand reach and fostered community engagement, leading to a monthly growth of 40% through negotiated partnerships and collaborations.
- Designing and developing visually appealing and informative content for various digital platforms, including social media, email marketing, and blog posts, I leveraged Adobe Creative Suite and Canvas to create compelling multimedia content. Implementing AI analytics and SEO techniques to optimize content for search engines and improve organic reach, I collaborated with paid media, SEM, SEO, and web operations teams to ensure holistic marketing strategies, resulting in a 55% improvement.
- Successfully increasing donations by 45% monthly for the university through targeted social media campaigns, I attracted contributions from both domestic and international donors.

Horizon International Consulting & Strategic Study, Washington, DC

January 2020-October 2023

Marketing and Social Media Content Coordinator

- Revitalized the company's digital presence by leading the design and implementation of innovative content strategies across social media platforms by 60%. Transformed the company's image into a forward-thinking international consulting firm serving nonprofit organizations, government, education, tech, and wellness clients.
- Conducted in-depth analysis of social media metrics to evaluate visibility, engagement, and audience demographics. Used insights to refine content strategies and increase audience reach, resulting in a 65% increase in followers and brand presence.
- Developed and maintained a content calendar to ensure consistent and timely delivery of high-quality content. Collaborated with internal stakeholders to align content with company objectives and messaging.
- Produced engaging multimedia content including videos, graphics, and written articles to showcase the company's expertise and thought leadership in the industry. Utilized photo and video editing software to enhance

visual appeal and storytelling. Played a key role in enhancing the company's reputation and credibility through strategic social media campaigns and thoughtfully curated content. Contributed to increased brand awareness and client engagement across target markets.

Red Bull, Lima, Peru - Barcelona, Spain

April 2015 - December 2019

Brand Marketing Consultant

- Led comprehensive brand marketing initiatives across multiple cities and countries in LATAM, with a focus on Peru and Argentina. Developed and executed innovative campaigns and engaging event activations to strengthen brand presence and drive consumer engagement.
- Conducted market research and consumer analysis to identify key trends, insights, and opportunities for brand growth. Used findings to inform strategic decision-making and campaign development.
- Established and nurtured relationships with key stakeholders, including event organizers, sponsors, and influencers, to amplify brand reach and maximize impact.
- Conceptualized and executed high-impact marketing campaigns, including experiential events, product launches, and digital activations. Utilized a mix of traditional and digital channels to effectively reach target audiences.
- Leveraged social media platforms to drive brand awareness, engagement, and loyalty. Created compelling content tailored to each platform and audience segment, resulting in increased follower growth and engagement rates.

Diplomatic Language Services

Jan 2014 – February 2015

Consultant Training and Development Specialist

- Spearheaded the development and execution of highly effective strategic marketing campaigns, consistently delivering measurable results. Successfully connected students with tailored language and intercultural training programs designed for both US diplomats and private enterprises.
- Demonstrated adeptness in managing social media platforms, ensuring a robust company presence on Facebook and Instagram. Achieved a notable 35% growth in both Instagram and Facebook audiences, significantly expanding the reach and engagement of the company.
- Applied advanced SEO optimization strategies, resulting in an impressive 60% increase in website engagement. Enhanced online visibility and brand recognition, driving higher traffic and conversion rates.
- Organized and led highly impactful training sessions and conferences for Romance language instructors and students. Consistently surpassed training objectives, fostering an environment of continuous learning and development within the organization.

Education:

EU Business School - MBA Business Administration and Management

January 2021-December 2022

Mercy University - Bachelor of Arts: Public Relations and Marketing

January 2011- June 2014

Skills:

Multi-lingual Proficiency, Nonprofit Partnerships & Social Media Management, Content Strategy Development, Building Relationships, Branding & AI Integration, B2B Marketing, Cross-Cultural Communication, SEO Optimization, Strategic Thinking, Effective Communication in Marketing, Problem-Solving Proficiency, Collaboration & Teamwork, Proactive Multitasking, Paid Social Media Advertising & Social Media Analytics, Photo & Video Editing Software/Apps Proficiency, Strong Written & Verbal Communication, Proactive, Self-Driven Attitude, Cross functional Collaborations, Enterprise Solution Design, Product Launch, Product Management, Product Marketing, Product Road Mapping, Product Strategy, Product Vision, Demand Generation, Event Marketing Strategy, Gaming Industry, Go-to-Market Strategy, Marketing Management, Critical Thinking, Presentation Skills, Creative Briefs

Awards: FNU Honorable Women's Award of Leadership Certificate of Excellence

March 7, 2024

Certificates: Digital Marketing Certification, Customer Engagement, Social Media, Planning and Analytics. AI Applications for Growth. Digital Marketing Strategies Data, Automation, AI Marketing & Analytics.

Languages: English: native speaker, Spanish: native speaker, Portuguese: fluent, Italian: fluent